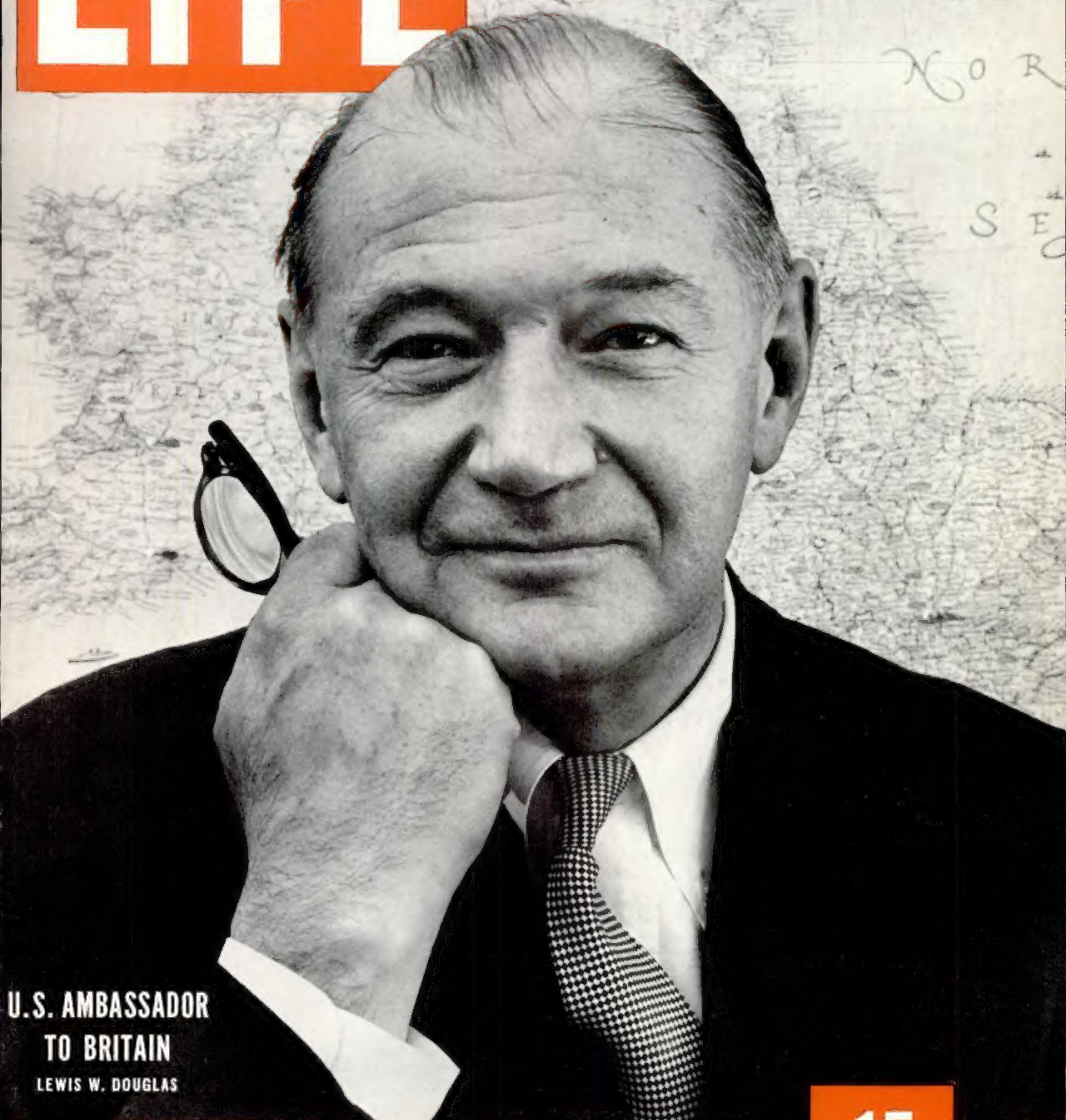


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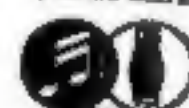


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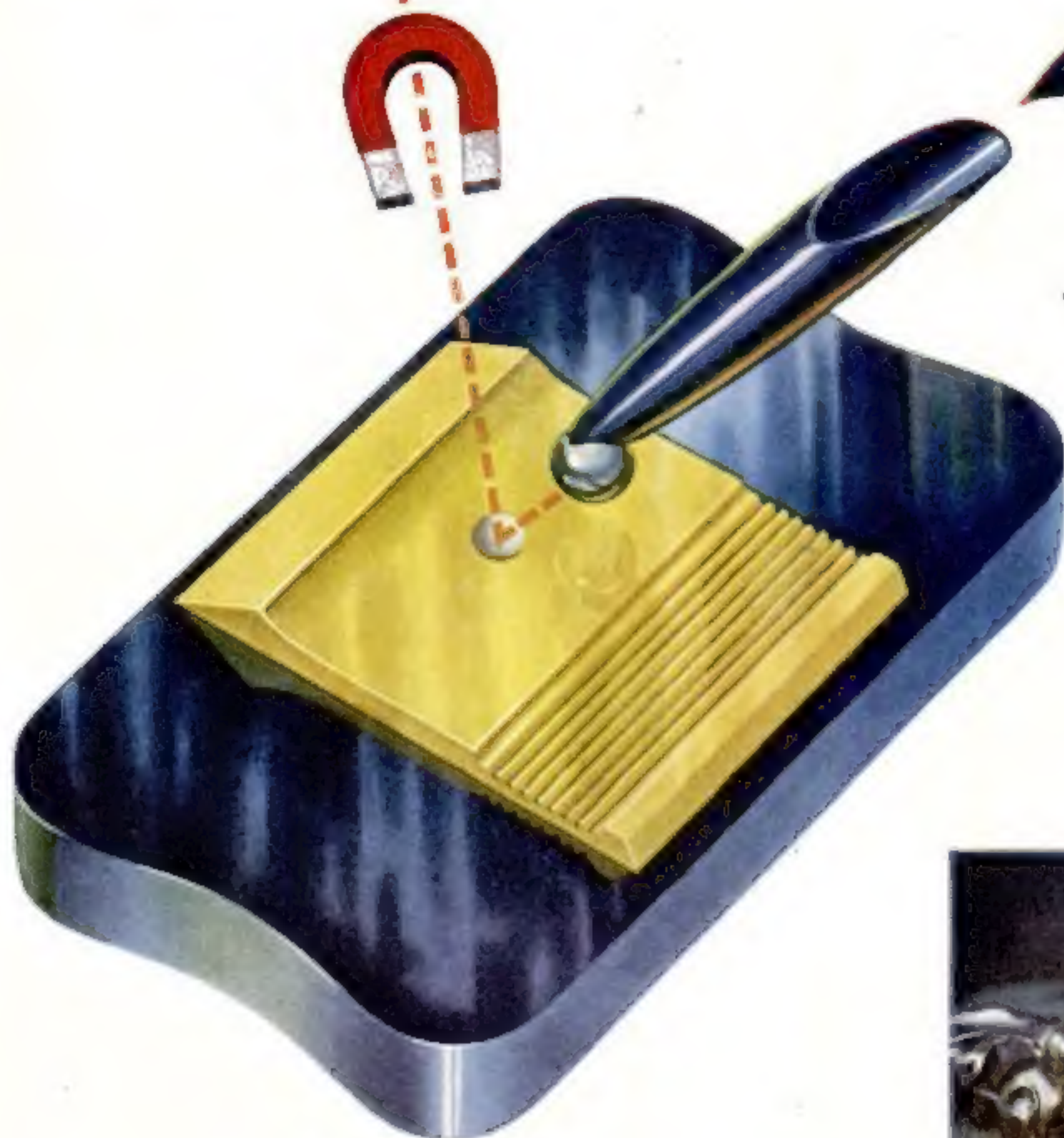


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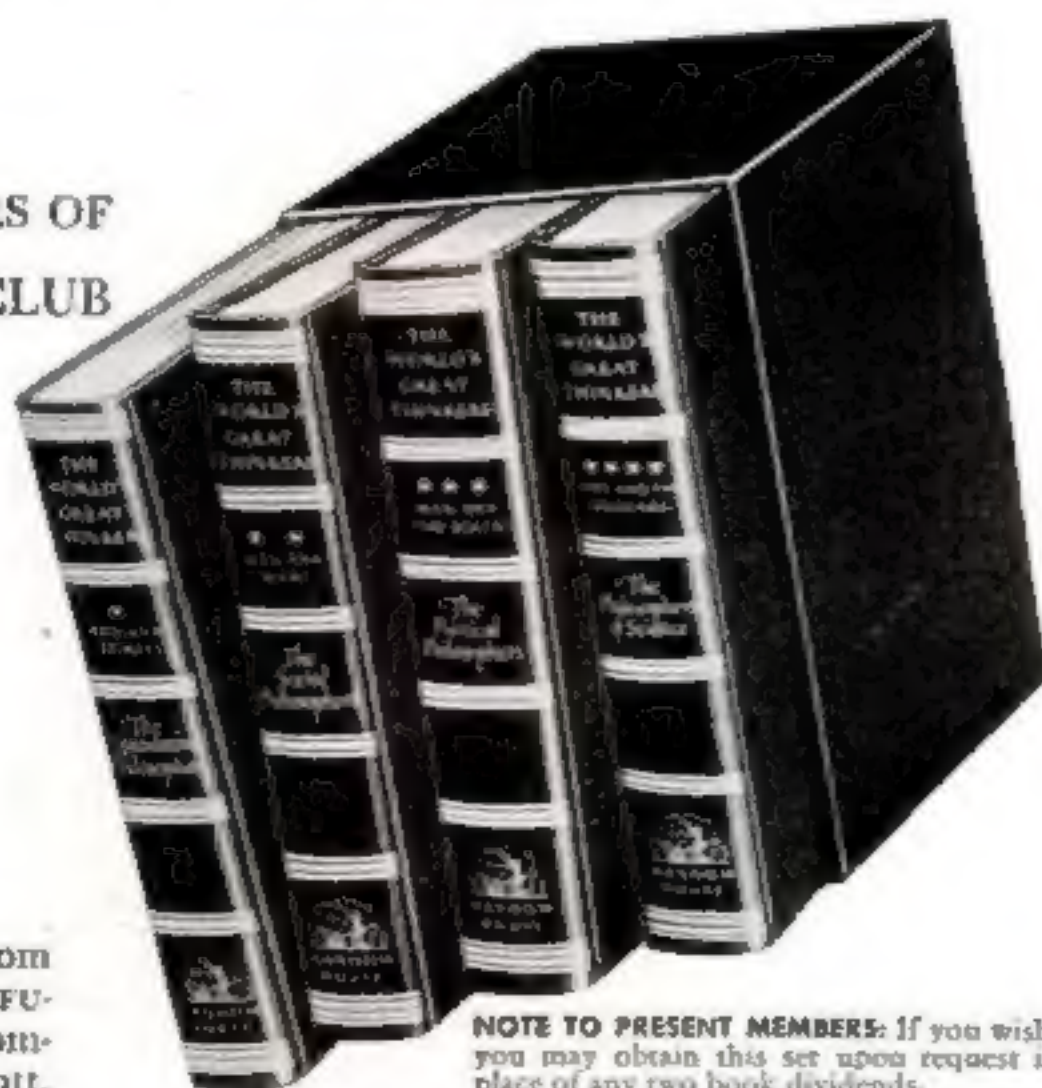
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LIFE'S REPORTS



SUGAR RIOTS occurred at Verdun when outraged Frenchmen tried to stop shipments to Germany. Canal locks were closed and roads blocked with logs.

AUTUMN IN PARIS

October's warm mists obscure an ominous future

by CHARLES C. WERTENBAKER

During these unseasonably warm, unreasonably beautiful, sunny Indian-summer days a blue haze has hung low over Paris. From the Place de la Concorde, the Arc de Triomphe, about a mile away, is a majestic blur, and even the Chamber of Deputies just across the narrow river is seen through a blue and eerie veil. As you walk along the Seine, past the ever-present fishermen and clerks eating their frugal lunches, the opposite *quai* seems to have receded into another land where people, for all you know, may lead an entirely different life. The haze gives an aspect of unreality to the city, which is in keeping with the temper of people. Right now Frenchmen, long noted for being realistic, are unable to face their future. They know that this lovely haze which colors Paris by day and turns to soft mist by night is partly caused by the millions of dust particles raised by their shuffling, ill-shod feet. It is the direct result of the months-long drought, a more important by-product of which was the disastrous wheat crop which has reduced every Frenchman's daily ration to less than seven ounces of sour and soggy bread.

But bread is only a thrice-daily reminder to Frenchmen that, three years after a glorious liberation which was to have been the beginning of a new and cleaner national life, they are in a state of economic bankruptcy and political and moral confusion. The leaders who came back from exile or rose out of the resistance have given them a government which does not govern. The U.S., which bombed out their bridges and railroads and ports to set them free, is not so generous with dollars to keep them free. The Communists exploit every aspect of their confusion and discomfort to keep them divided among themselves. The fear of a civil war between De Gaulle and the Communists is surpassed only by the fear of being caught in a war between the U.S. and Russia, and this fear is almost psychopathic.

The Communist party loses no opportunity to turn the food shortage to its own advantage. The government, it must be said, has been obliging in providing opportunities. A good example both of Communist tactics and government bumbling is what has come to be known as "the battle of the sugar," which has been going on for a month and may not be over yet.

It all grew out of what was probably a sound business move by the government. The French occupation zone of Germany, which

CONTINUED ON NEXT PAGE

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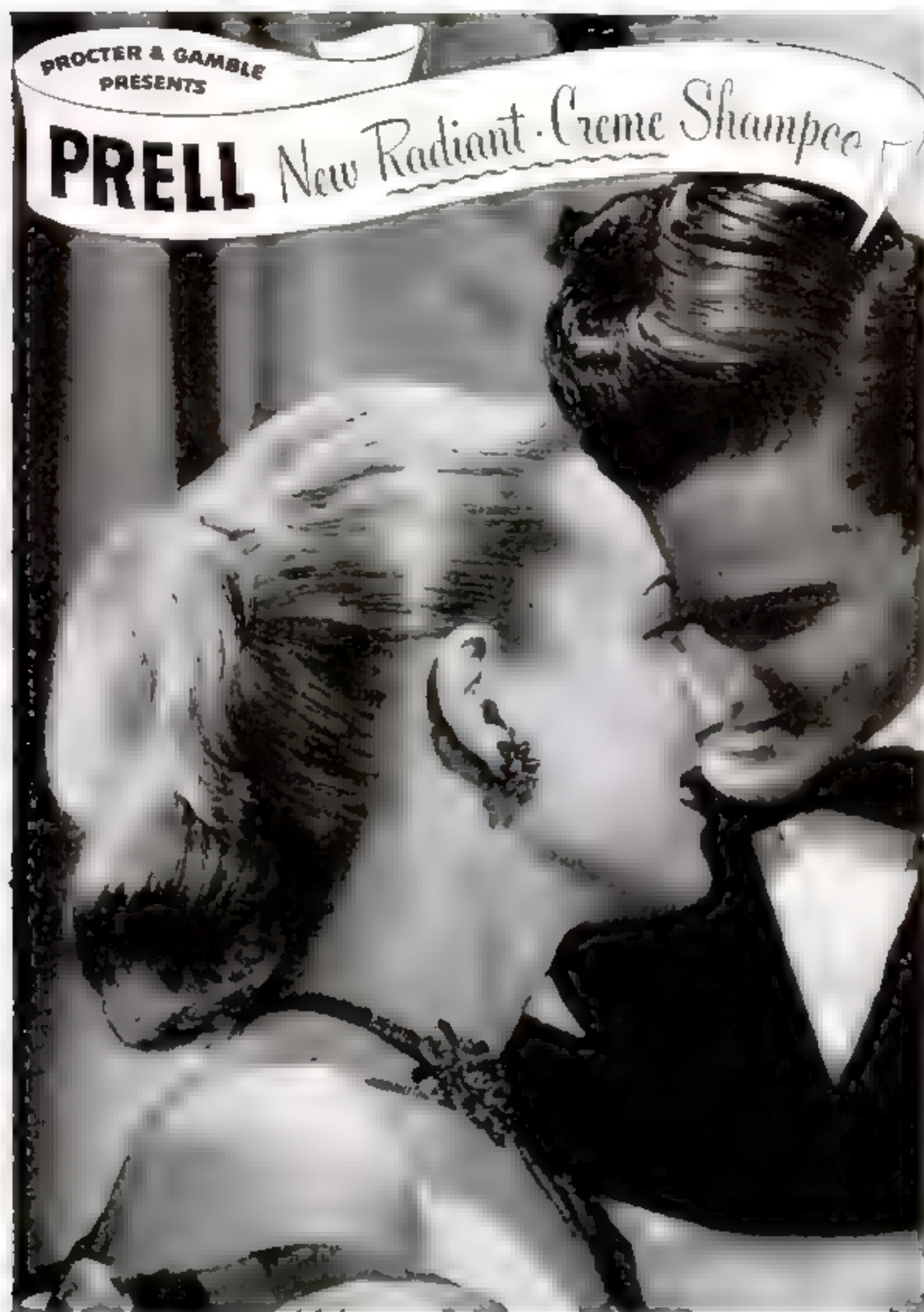
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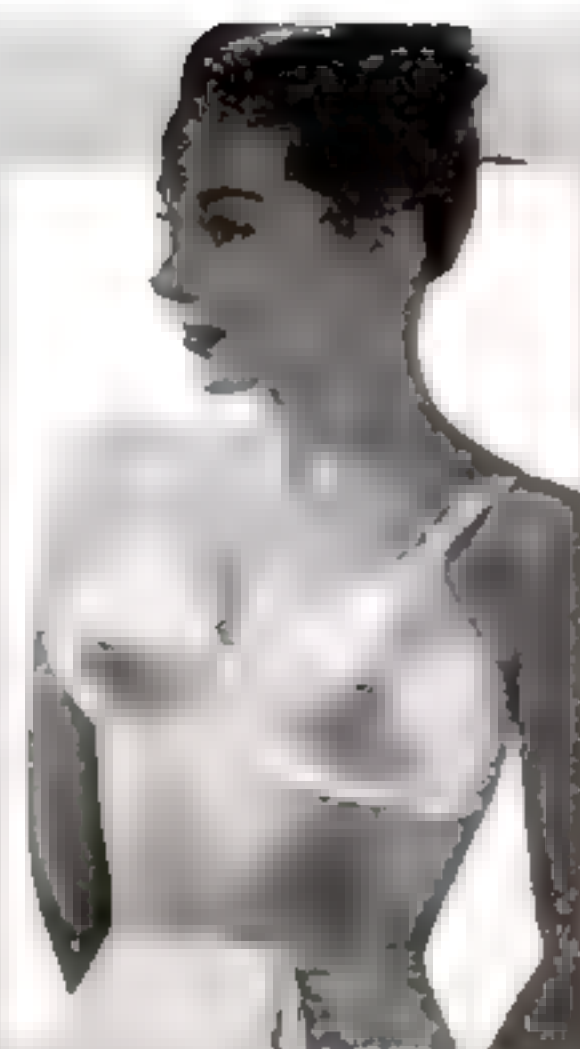
LIFE'S REPORTS CONTINUED

had dollar credits, bought raw Cuban sugar, had it delivered to French ports. When it began arriving the government filled the occupation zone's order with French sugar, replacing it with Cuban sugar and thereby producing more work for the refineries and more sugar for the French people. But as bargeloads of sugar destined for Germany started across France, canal-lock workers refused to let them pass. The government then called in labor-federation leaders and explained the situation to them. Where it made its mistake was in not explaining it to the people. Instead it said the sugar was American sugar going to the American zone of Germany. Finally it came out with the truth, but by then the people were more ready to believe what the Communists told them.

In Verdun two barges were held up for 10 days, while the Communist deputy for the Meuse, André Savard, fanned the people's anger. When the prefect moved in Gardes Mobiles to guard the sugar, a mob crashed past them and blocked the canal with stones and junk. Then the government sent in trucks to move the sugar, and André Savard directed the crowds to build barricades in the street. Mounting a barricade, he cried, "Verdun will hold! If the sugar leaves the town, it will be over my dead body!"

But the government countered this show of force with more force. With loaded machine guns mounted on half-tracks leading the way, 142 trucks laden with sugar moved out of Verdun, past a barricade smashed by a bulldozer. A few people threw themselves in the road, as André Savard had urged them to do, but André Savard himself was not there.

If this had been only an isolated incident, it might hold less ominous portents for the future. But strikes and riots have broken out in other places along the rivers, and the sugar is not all in Germany yet. And if people can become this angry over sugar, their temper this winter, when they are really hungry and cold, is not nice to think about. Frenchmen who have read the recent Communist manifesto written in Poland see in it the end of Communist efforts to win power here by democratic means. They believe that the party will now drive hard toward bringing about the revolution-



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TOOTH PASTE



LIFE'S REPORTS CONTINUED

any conditions prerequisite to taking power by force.

On the day the manifesto was published in *L'Humanité* the sun was as warm as in June. It was a Sunday, and middle-class Frenchmen took their wives and children into the Bois de Boulogne, into the Luxembourg Gardens and the Tuileries for what might be the last bit of warm sunshine before winter. Some with their lunches or a child's boat under their arms looked not care-free but anxious, for they knew that many French children will come out of this winter with tuberculosis.

Other bourgeois Frenchmen with the same anxieties walked through the Bois de Vincennes in the northeast of Paris or went by bus or subway to the Vincennes race track to hear Charles de Gaulle. It was his first speech in Paris in his campaign to return to power, and the cheers that greeted his attack on "separatists" showed clearly that it is the middle class, in France as everywhere else, that can be most effectively organized against Communism. Yet many a sincere anti-Communist who heard De Gaulle is deeply troubled by a campaign that seeks to split France down the middle, leaving no place for the center. Many a person who believes that De Gaulle himself is a democrat was troubled by the stagecraft: the speaker's stand like a ship's prow, the long rows of white streamers bearing the Cross of Lorraine, the girls looking up at the speaker with rapture in their faces.

It is perhaps the very bleakness of their outlook that has caused Frenchmen this autumn to seek entertainment as they have never sought it since the war. In music, in art, in the theater, in nightclubs and in fashions Paris is having a season reminiscent of the late 1920s. Since July there has been a very comprehensive exhibition of the great impressionists at the Jeu de Paume, and a Pierre Bonnard show opened this month at the Orangerie—the first comprehensive collection of the works of this painter, who died last winter. Two recitals by the pianist Artur Schnabel, in one of which he played three concertos in one evening, were sold out weeks in advance. So are two recitals to be given by Jascha Heifetz. Normally a trio would perform in a small auditorium, but one consisting of Pianist Artur Schnabel, Violinist Joseph Szigeti and Cellist

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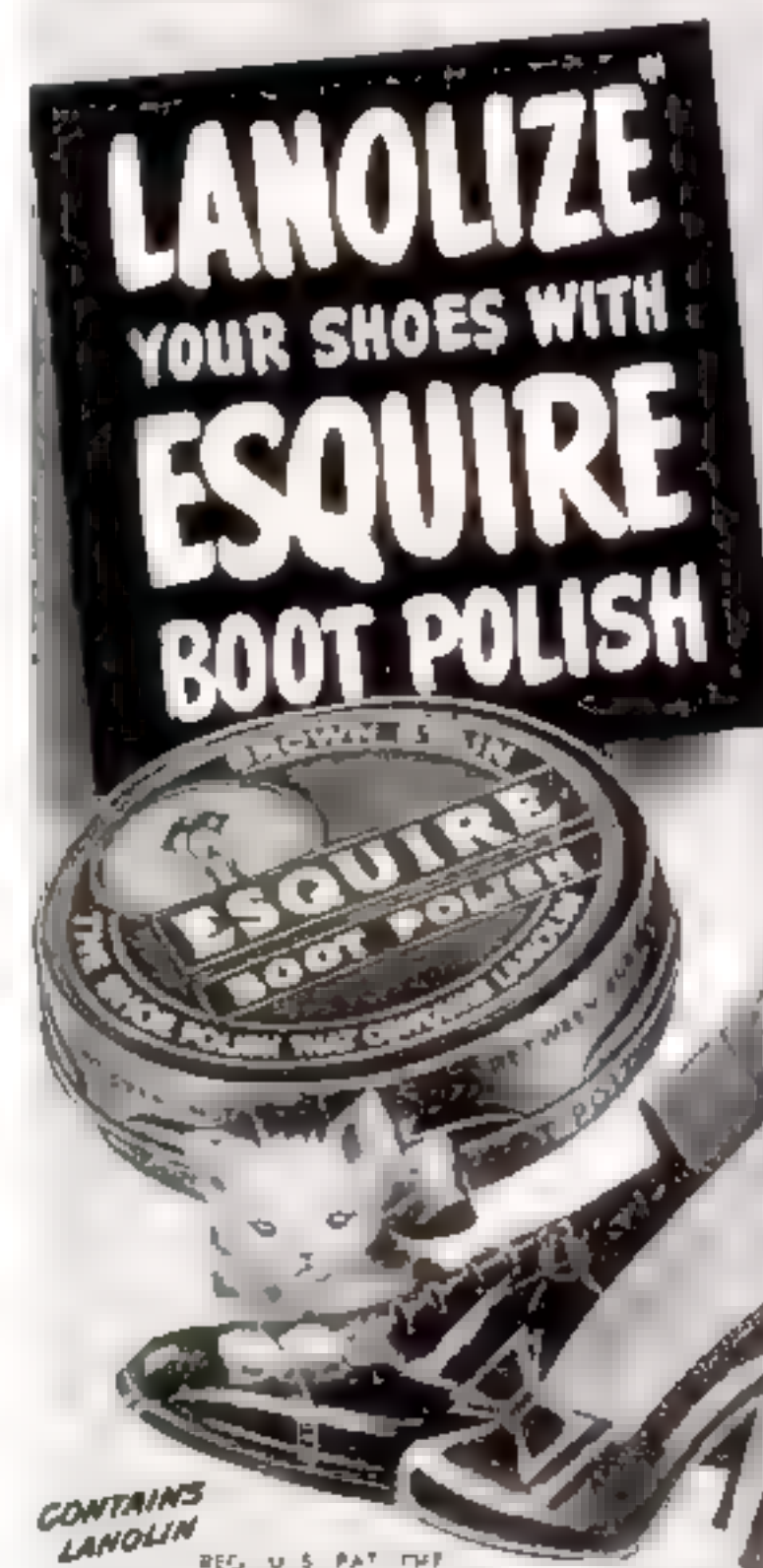


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CONTINUED ON PAGE 14

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LIFE'S REPORTS CONTINUED

Pierre Fournier packed the huge Palais De Chaillot, and the performers took eight curtain calls.

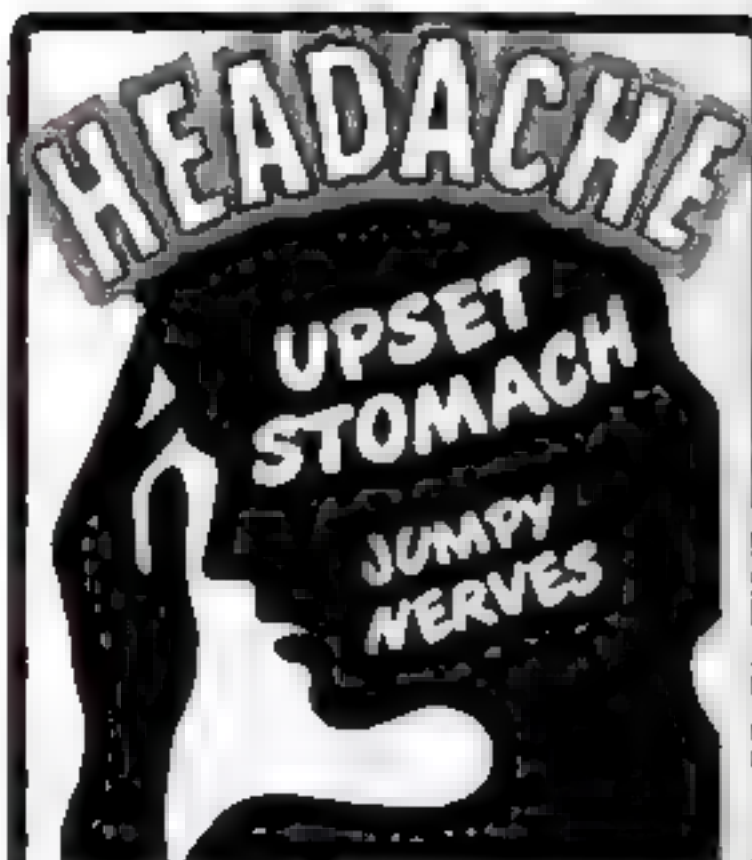
All the chi-chi nightclubs have reopened; at such places as Florence's and Monseigneur there are, as usual, no tables. Fashion showings are crowded with spectators if not with buyers, and it is hard to tell whether the gasps are for the low necklines or for the prices, which start at around \$350. Even in the world of *haute couture*, however, austerity is being talked. Led by Molyneux and Schiaparelli, a group of designers has declared war on the full skirts and exaggerated lines of Christian Dior, piously citing reasons of social significance. Schiaparelli says, "What must some poor girl who hasn't enough to cover herself think when she sees a dress that takes 25 meters of material? It sharpens class lines. It is bad publicity."

While the impulse to escape takes some French people to entertainment and others to the parks, a fortunate few are going even farther away from their troubles. A movement to the U.S. is almost imperceptibly beginning among those who follow their capital. It manifests itself in the offer of fashionable apartments to Americans who can and will pay in dollars, and the dollars asked vary between 300 and 700 a month for a small, family-sized flat.

Those who cannot afford escape simply wait to see what will happen. It may be that their widespread belief in the imminence of another war comes from a suppressed impatience to know the worst and get it over with. Or it may be that after six years of war and its depressing aftermath they are too marrow-tired to hope. The proprietor of a hotel in Normandy expressed the feelings of many others on the eve of 1947's fateful winter. "The first war took my youth," he said. "In the second I became an old man, although I am only 52. I could not live through a third."



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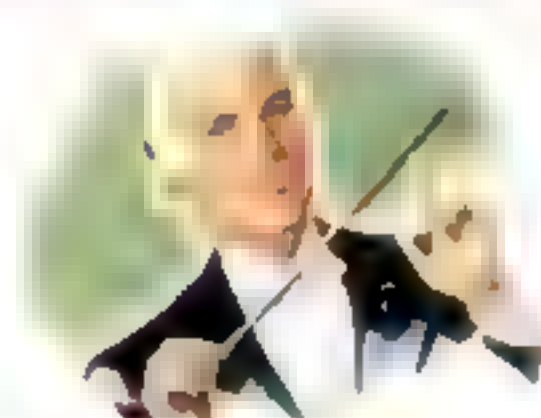
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LETTERS TO THE EDITORS

BULLITT ON CHINA

Sirs:

In "China—A Report to the American People" (LIFE, Oct. 13) former Ambassador to Soviet Russia William C. Bullitt offers a timely complement to the Belgrade manifesto. In the latter document the Soviet Union, through its spokesmen in the southern and western Slav lands, virtually tells the American people that it is going to do something about the irrepressible conflict between militant Leninism and the democratic system. In his article Mr. Bullitt tells what, why and how it is going to do it. . . .

The measures he proposes to meet this situation are as simple and self-evident as his presentation of facts is simple and incontrovertible. They total to the strengthening of the only force that stands today between the Soviet drive to the East and democracy—the Chinese National Government. . . . We know what Mr. Bullitt means when he says that "the independence of the U.S. will not live a generation longer than the independence of China," because we know about how long our own independence can survive in the face of such an eventuality. There are many places in the world that could be benefited by the presence of Douglas MacArthur.

CARLOS P. ROMULO
Chairman

Philippine Delegation to U.N.
New York, N.Y.

Sirs:

The article by William C. Bullitt paints a very clear picture of the situation we face in China, and no one can doubt that what happens there affects our welfare. It is an important document worthy of very careful study not only by our citizens but by those in control of our government.

HOMER FERGUSON

U.S. Senate
Washington, D.C.

Sirs:

Bullitt puts the case as well as it has ever been put. . . .

T. F. TSIANG

Chinese Delegation to U.N.
New York, N.Y.

Sirs:

Apropos of Ambassador Bullitt's proposals for China, whatever happened to the Wedemeyer plan? Bullitt says the general went to China in July "to survey the situation." The

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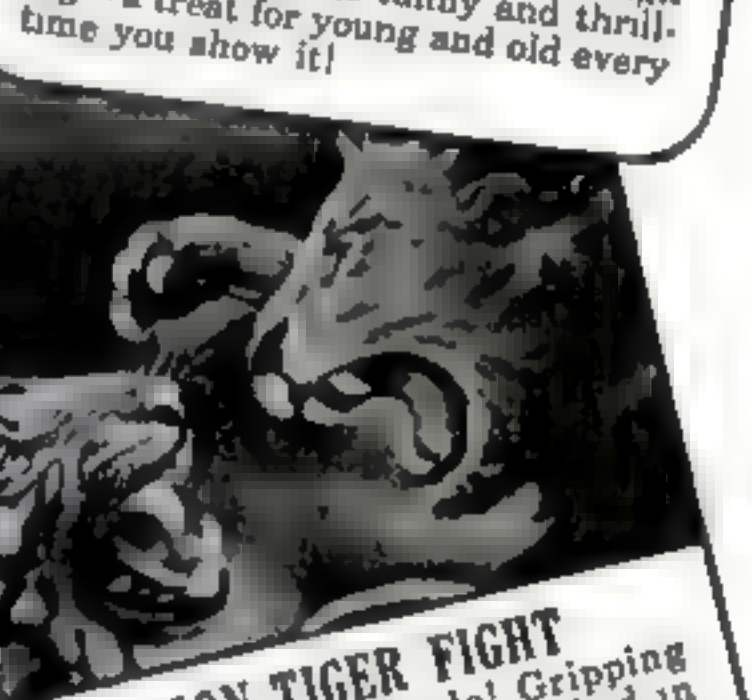
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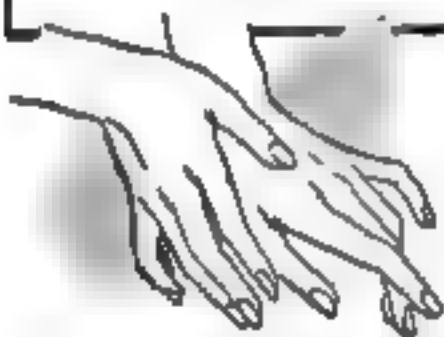
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LETTERS TO THE EDITORS

papers announced his return in September. I thought he was supposed to make recommendations for a new U.S.-China policy comparable to Marshall's own European policy. Bullitt says nothing of this. Why not? Or is the Bullitt article the Wedemeyer plan in disguise?

GEORGE L. SWETT

New York, N.Y.

● The Wedemeyer report is locked up in the State Department. According to rumor, it parallels the Bullitt proposals in some (not all) particulars, urging immediate military aid to save Manchuria and long-term credits of around one billion dollars. According to the State Department the Wedemeyer report will not be made public now. Evidently Secretary Marshall doesn't agree with it, or else he may fear it would distract Congress from the European problem, which has State Department priority.—ED.

Sirs:

LIFE magazine, which does everything well, has in its publication of Mr. William Bullitt's report on China presented the American people with one of the most finished products of the propagandists' art of the past three years. To list all Mr. Bullitt's inaccuracies or cite his vital omissions would require a monograph. I would like, however, to examine just one of his theses as a sample of general distortion.

A better title for the article, I feel, would have been "Solution in China—And Cheap, Too." Its burden is that we can reorganize Chiang Kai-shek's China for a trifling sum. Mr. Bullitt's military program calls for eight groups of planes, 10 Stilwell-type Americanized divisions and 20 semiequipped divisions. He says it can be done for \$600 million. Here are some facts. During the war America supported in action a maximum of five Stilwell-type Chinese divisions and a maximum of five air groups in China. This support required the use of 100,000 soldiers and officers of the U. S. Army. It cost us between \$5 billion and \$6 billion. Mr. Bullitt declares that a program twice this size can now be effected at approximately 10% the cost.

Mr. Bullitt's propaganda is a curious mixture of fact, fancy and ignorance. He says we can check China's inflation and stabilize her currency for \$150 million. Six years ago our government tried this solution to the tune of \$500 million—and the half billion vanished as if poured down a rat hole. China's inflation is now 500 times worse than it was at the time of that experiment.

Mr. Bullitt suggests that \$200 million credit a year for three years will suffice to balance China's import needs in "food, raw materials and manufactured articles." In the 18 months after V-J Day, UNRRA and the U.S. government poured in more than \$1 billion of material, cost-listed at fractional value—which was squandered over the advice of all American experts by a government which the American business community in Asia considers the most corrupt in the recent history of the Orient.

I find it most difficult to discuss Mr. Bullitt's political conclusions, for we share no common ground of political morality. He seems determined to fit America to the cloak of imperialism

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FOR MEN: Evening Jewelry, Cuff Links, Collar Studs, Tie Pins, Pocket Squares
Where fine jewelry is sold

CONTINUED ON PAGE 22

RIGHT!



NORMAN SAKSVIG demonstrates good posture—foundation of correct typing technique. Feet flat and firm, one advanced slightly for body balance; back well supported, head erect, arms and wrists relaxed. Try it—and see how much fresher you feel at five o'clock!

WRONG!



FIVE ERRORS: Feet twisted, back and neck tense, eyes on typing line instead of on copy, arms and wrists high, fingers stiff. Imitate this bad posture for a half hour of steady typing, then do it right—and see for yourself what correct technique does for you!

RIGHT!



NOTICE ABOVE how Saksvig's middle finger reaches easily up to the top bank of keys while other fingers remain on the guide keys. A finger stroke is enough—and far faster than strokes employing full forearm or wrist. And—you make fewer errors!

WRONG!



ARM ACTION—raising hand entirely from keyboard to strike keys. Unnecessary effort—you'll feel it back of your shoulder blades at five o'clock—and you lose touch with your anchor position on the guide keys. Most common of typing faults. Keep the hands down!

"It's so much easier and faster to do it right," says NORMAN SAKSVIG

Can You... { *Set both margins in one second?*
Insert paper straight, ready to type?
Return carriage without losing speed?
Turn back and type exactly over old work?



NORMAN SAKSVIG
Former professional typing champion, exponent of correct technique. Over 200,000 secretaries and typists have witnessed his convincing demonstrations.

THE answer is "Yes," if you have a modern Smith-Corona Office Typewriter. See below for note on the amazing Automatic Margin Set—ask any branch office or dealer to show you all the features "engineered" into these fine machines—to give you greater output, to save you time, to lessen fatigue.

Equip yourself with this most modern of typewriters—follow Saksvig's tips on how to get the most *out* of it. Then judge for yourself!

AUTOMATIC MARGIN SET... A SMITH-CORONA "EXCLUSIVE"



We photographed a light on Saksvig's finger, and timed him with a stop-watch. Hand leaves keyboard, finger sets right margin and left margin, then returns to keyboard. Time . . . *one second!* Figure that saving in a day's typing!



SMITH-CORONA
OFFICE TYPEWRITERS



even when you're not all there...

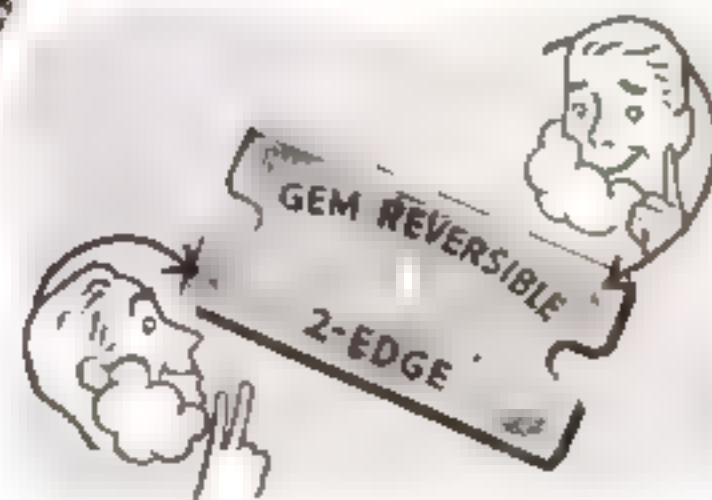
Gem guarantees
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cleanest
shaves

1. Weary, bleary some mornings? Makes no difference to the New Gem Razor! It uses its head... unerringly, it finds your one best shaving angle.



3. And this New Gem one-piece, clog-proof razor lets you choose your blade style—famous Gem Singledge, or...

2. Simply shave with Gem's 'Guiding Eye' flat against your face. Blade automatically 'sets' for quickest, cleanest, most comfortable shaves.



4. Gem 2-Edge Reversibles with 2—yes, two—keen, clean numbered edges! Either style 5 for 25¢.

REMEMBER: Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or MONEY BACK!



AVOID '5 O'CLOCK SHADOW' WITH GEM

Gem Div., American Safety Razor Corp., Brooklyn 1, N. Y. (Price adjusted in Canada)

LETTERS TO THE EDITORS

CONTINUED

that Soviet propaganda has tailored for us. I prefer American clothes. I resent the use of our strength to kill people who only two years ago were our allies. From having lived among them, I know that the Chinese people share this resentment. Their bitterness will return to haunt us.

THEODORE H. WHITE
New York, N. Y.

● This debate will be continued in LIFE's Letters to the Editors next week.—ED.

FASHIONS

Sirs:

Your very amusing pictures of the Dior dress (LIFE, Oct. 6) remind me of an earlier fashion designer who applied imagination not only to clothes but to statecraft. On page 159 of our edition of *Elizabeth and Essex* is this account by Lytton Strachey of her audience with the French ambassador:

"[De Maise] found Elizabeth standing near a window, in most unusual attire. Her black taffeta dress was cut in the Italian fashion, and ornamented with broad gold bands; the sleeves were open and lined with crimson. Below this dress, which was open all down the front, was another of white damask, open also down to the waist; and below that again was a white chemise, also open. The amazed ambassador hardly knew where to look. Whenever he glanced at the Queen, he seemed to see far too much, and his embarrassment was still further increased by the deliberation with which, from time to time, throwing back her head as she talked, she took the folds of her dress in her hands and held them apart, so that, as he described it, 'lui voyait-on tout l'estomac jusques au nombril.'"

It was also true, in 1597, that when men first saw The Dress, they could hardly believe it.

ROBERT GIROUX
Executive Editor
Harcourt, Brace and Co., Inc.
New York, N. Y.

Sirs:

There is only one thing needed to complete this so-called creation of Dior and that is to place a miniature red light where the bustle used to be. . .

JOHNNY DUNAWAY
Borger, Texas

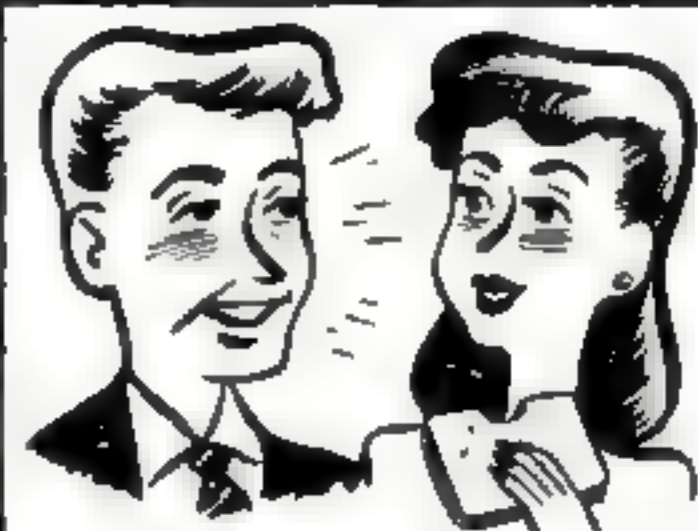
ARMADILLOS

Sirs:

Concerning your recent article on armadillos (LIFE, Oct. 6), we feverishly urge any readers entertaining notions of employing such a creature for theatrical purposes that it is not a good thing.

One of our more romantic prop women assured us that for our Youngstown Players production of *The Royal Family* an armadillo would be very fetching lugged across the stage in the third act. The critter arrived and was snugly ensconced in an orange crate by the furnace. Several times it disappeared and was discovered perched among the coals. . .

On opening night he was whisked



Bad breath may cause
the awful plight
Of being dateless
every night.

But chew B-Wise
and then, "By Gum,"
Bad breath can't ever
spoil your fun!

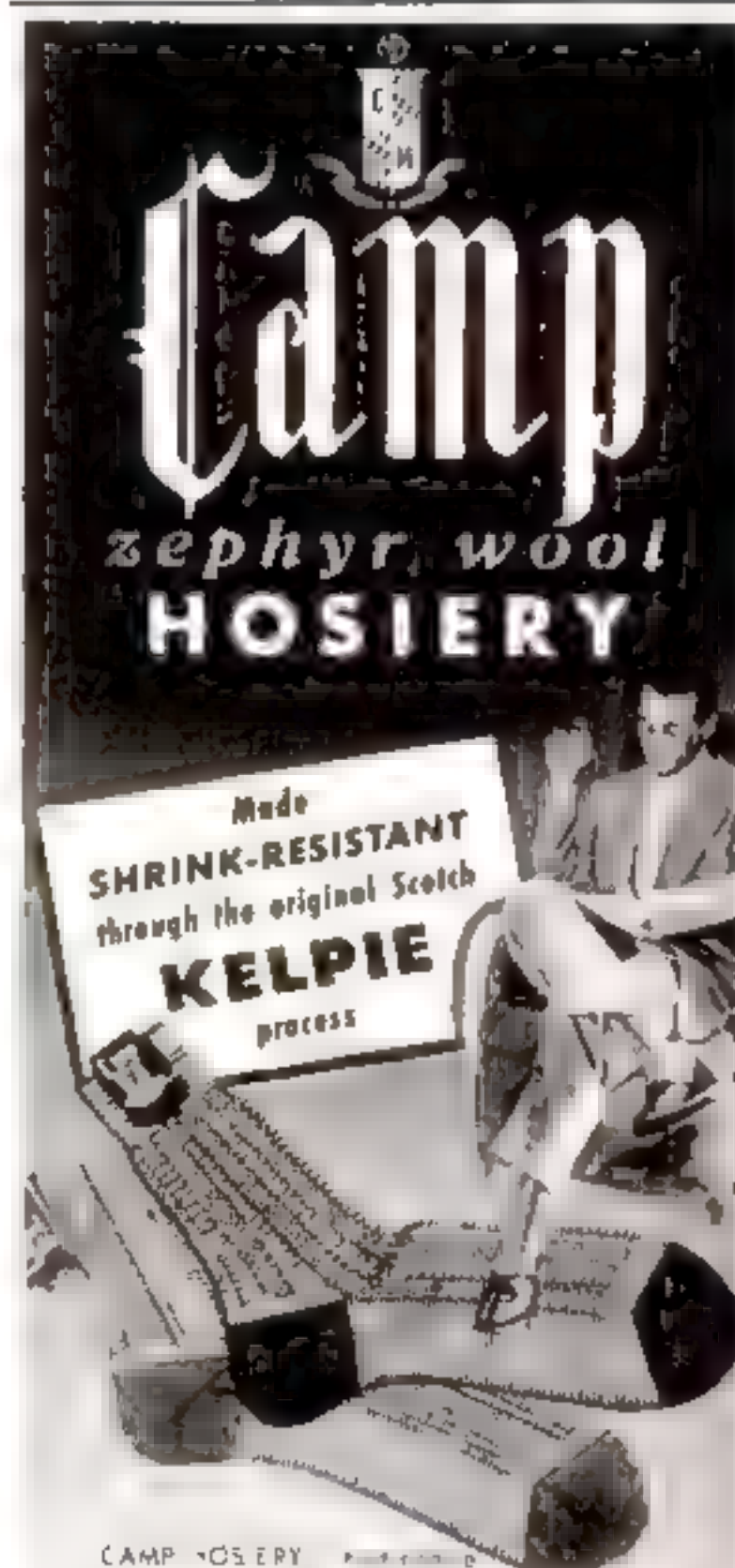
FOR *Kissable Breath...*



REFRESHES THE BREATH...

AFTER ONIONS, ALCOHOL, TOBACCO

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of men's and women's
finest quality of the finest zephyr wool
now made in America by the original
Kelpie Process. Available in short
yet dyed color combinations \$1.50 and up

AT BETTER STORES, OR WRITE
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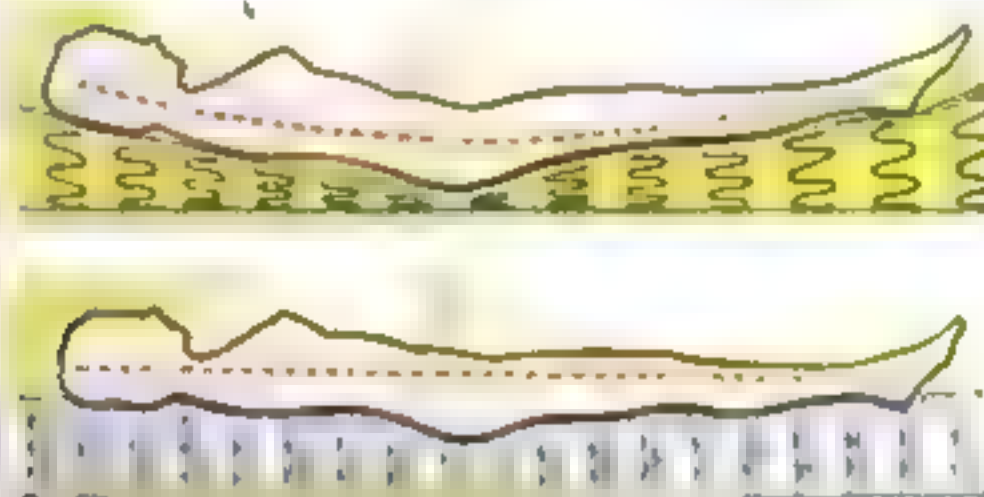
Get more comfort from your Beautyrest Mattress with the new Simmons Electronic Blanket housed in a Beautyrest Mattress Case.

AT LAST! A MATTRESS THAT'S MORE THAN JUST A MATTRESS!



1. If you want a mattress that's more than just something to lie down on . . . then you owe it to yourself to see a new Beautyrest! For here is a mattress that doesn't just *partly* relax you. No! Beautyrest's special "luxury comfort" lets you relax *all over*—every weary bone, every tired muscle!

That's because inside Beautyrest are 837 *individually pocketed* coil springs. Each spring acts on its own—moulding itself to every curve of your body . . . (see diagram above) . . . giving you more buoyant, more natural support. Helps you sleep more *soundly*, feel *gloriously fresher* when you wake!



2. Compare! Above, see how an *ordinary* inner-spring mattress can sag beneath you, make *hollows* that rob you of rest. But, below, see how Beautyrest—because it "gives" only in the *right places*—offers firmer, more natural support as you sleep!



3. Water glass test reveals difference! Left, see how wired-together springs in *ordinary* mattresses go down together under pressure. But, right, see how Beautyrest's *individually pocketed* coil springs act on their own. No sags! No hollows!



Better construction! Beautyrest is so well-built it needs turning only 4 or 5 times a year. Has pre-built borders, no-sag edges, eight side-ventilators to help keep interior fresh.

In "torture tests" made in the laboratories of the United States Testing Co., Inc., Beautyrest lasted far longer than any other mattress tested. Guaranteed for ten years, Beautyrest costs you little more than one cent a night! What a value today!

• • •

Shoppers: Get a new Beautyrest Box Spring when you get your new Beautyrest Mattress—and enjoy the world's most luxurious sleeping comfort! Matching, hand-tied Beautyrest Box Spring same price as your Beautyrest Mattress. See your dealer today!

Only SIMMONS makes BEAUTYREST*

Makers of the World's only Electronic Blanket, Famous Deepsleep Mattress,
Ace Spring, Hide-A-Bed Sofa, Babybeauty Crib Mattress



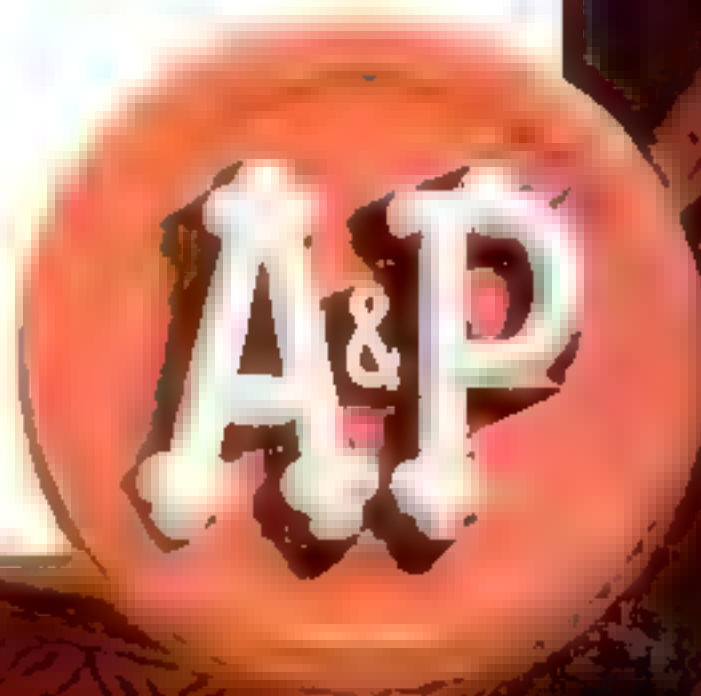
Good...cup after cup after cup!

There's nothing more satisfying than a good cup of coffee. And there's nothing more satisfying than a good cup of A&P coffee. A&P coffee is the most popular coffee in America. It's the coffee that's in every package of its price.



A&P COFFEE
AT ALL A&P FOOD STORES

*America's most popular coffee
—one 'cup' in every package
at every price!*





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Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenette to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

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The KELTON

"Delphi"

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extraordinary
at \$12.50*

10K rolled goldplate case, stainless steel back, black dial with gold-etched numerals and sweep second hand.
*Fed. tax only 10%. Guaranteed by

LETTERS TO THE EDITORS

CONTINUED

across the stage so quickly that it was impossible for the audience to divine whether what we had in the gaily colored birdcage was an armadillo or George Jean Nathan. Several in the audience asked where we got a seal so small. When we brightly informed them that it was an armadillo and did they know what an armadillo was, they said no and they didn't want to know. It looked, they said, vomitous. After the first performance, to our delight, it up and died. . . .

JAMES PRIDDY

Youngstown, Ohio

COLLEGE CLOTHES

Sirs:

Your article on the Gibson Girl (LIFE, Aug. 25) has aroused much interest now that we are back at Skidmore. French idioms and Freud have



been momentarily forgotten. LIFE's article is now the topic of conversation in all smokers. We thought you would be interested in seeing how a Skidmore girl really dresses. Same surroundings, same smiles, but different styles.

DEE DINN

BEVERLY BROPHY

Saratoga Springs, N.Y.

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IT WON'T BE LONG before it's time for Ronson Christmas Gifts!



Ronson's trim tortoise-enamel "Standard". \$6. All-chromium plate (in Santa's hand above). \$5.50



Ronson "Adonis" in sterling silver... slim as a fine watch... \$25.00 (tax extra)



The "Crown" — one of Ronson's exquisite table lighters in silver plate. Smart for dinner table and every room in the home... \$10.00 (tax extra)

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IMAGINARY CLOWNS walk home with boy who told crime investigators he saw them at a circus. He put his fictional friends up in the guest room and reported that he could see the dents they made in the bed. He was crestfallen when real guests came and his clown had to move out. Gradually he found out how to make a real clown.



CHILD GETS HORSELAUGH FROM MYTHICAL FRIEND WHO HAS CAUSED HIM TO UPSET TABLE. HE TELLS MOTHER IT WAS HORSE'S FAULT

SPEAKING OF PICTURES...

... CHILDREN'S IMAGINARY FRIENDS ARE DRAWN ON PHOTOGRAPHS

In their early years most normal children live in a fascinating society all their own in which their most intimate relationships are often formed with some purely imaginative companions. Usually not even their watchful parents know of these friends. In recent years the associates of Dr. Arnold Gesell at Yale's famed Clinic of Child Development have gathered and evaluated some specific case histories

of this common phenomenon. They have found the most unusual products of fantasy among highly intelligent but sometimes timid, lonely or egotistic children. Their fictitious creatures often furnish real and valuable outlets for aggression, guilt or inferiority. But sometimes they merely provide an easy and unembarrassed companionship. They occur chiefly between the ages of 2½ and 5 and then dis-

appear when the growing child faces real situations and no longer needs artificial help in the process of socialization. To translate the scientific findings of the Yale researchers into pictorial form, LIFE Photographer Robert Wheeler made photographs of each re-enacted situation, upon which Artist Antonio Petrucci superimposed his conception of the imaginary companions described by the children.



HORRORLIKE ANIMAL pulls this boy's wagon for him. When it stops to nibble grass the child tries to pet him. More boys than girls have admitted having animal playmates



"MR. SPINSPEN" is a handy creature who eats up all the spinach on the plate. He also acts as an incentive for the child to eat, so a place is reserved for him at table.



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Foot experts agree:
All women should wear comfort shoes
at least eight hours a day!



Four reasons why

FLORSHEIM SHOES

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It makes sense, doesn't it—to wear comfortable shoes in your walking, working hours? To hold your head high, confident that you stand straight, walk naturally? It makes sense, too, to choose the finest —Florsheim Feature Arch—crafted in the quality tradition of The Most Walked-About Shoes in America.



THE FLORSHEIM SHOE COMPANY • CHICAGO • Makers of fine shoes for men and women

SPEAKING OF PICTURES

CONTINUED



HUNGRY TRICYCLE with hands reaching from its spokes is fed by its compassionate little owner. Many children personalize their toys and furniture.



BEEN SWARM and buzz around "Honia." She is a little girl like her dreamy creator but has a small door in her stomach which conceals source of honey.



NOISY "HOUSEKINS"—as they are called by one child—pinch people and always tell on them when they misbehave or try to steal from the cookie jar.



Imagine a Pen

not much longer than your cigarette!
... when open it's a full size pen—with full ink supply!

This Kimberly Pockette is a new EVERSARP writing wonder! When closed—it's little longer than a cigarette. Drop it in any pocket, in vest, coat, trousers. It won't leak—it can't. It *rolls* ink on *dry* ... writes on and on and on ... with the Magic Sphere Point so precision-fashioned that you can write *at any angle*!

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Kimberly
P O C K E T T E
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P. S. Buy two—so your wife won't "borrow" yours. Get her a Kimberly Pockette for her handbag ... in feminine high-style colors. © 1947, Eversharp, Inc.

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TRIPLE-ACTION
CLEANER, MODEL 28



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New Dirt Disposal Idea: With the new Hoover Cylinder Cleaner, your hands never touch bag or dirt! You just press the convenient toe release, and whish!—the bag is thoroughly shaken and emptied without even being removed from the cylinder! There's no trick to it! It's quick, simple—and clean!

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North Canton, Ohio
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CYLINDER CLEANER, MODEL 50

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LIFE'S COVER

Before he was appointed ambassador to Great Britain, 53-year-old Lewis Douglas already had several careers behind him. A graduate of Amherst, he served as a lieutenant in World War I. Since then, although he inherited a copper fortune, he has worked as a fruitgrower, miner, congressman, director of the budget, vice president of American Cyanamid Company, vice chancellor of McGill University, deputy war-shipping administrator and president of the Mutual Life Insurance Co. of New York. On pages 150 to 156 LIFE visits indefatigable Mr. Douglas and his family at home abroad.



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Steber . . . "Eleanor Steber added new laurels to her distinguished achievements . . . gave an outstanding performance . . ." reported the New York *Herald Tribune* of Miss Steber's appearance in "The Abduction from the Seraglio." She encores two high points in her album of "Mozart Arias." And she brings you three arias from "The Marriage of Figaro." Thrilling music...a lovely voice! M DM-1157, \$2.85.

Paganini Quartet . . . "Rarely has one heard a string quartet with so rich, mellow and superbly polished a tone," said the San Francisco *Chronicle* of the Paganini Quartet. Playing Stradivarius instruments once owned by Paganini, the quartet has recorded the poetry and drama of Beethoven's *Rasoumovsky Quartets*, Op. 59, No. 1: M/DM-1151, \$5.85; No. 2: M DM-1152, \$4.85; No. 3: M/DM-1153, \$4.85.

MUSIC FROM "SONG OF LOVE," new motion picture success, has been especially recorded for RCA Victor by the renowned pianist, Artur Schnabel, who also plays these selections on the film sound track—*Concerto No. 1, in E-Flat—Liszt*. With the Dallas Symphony Orchestra, Antal Dorati, Conductor. Album M/DM-1141, \$2.85.

Selections from the Music of Schumann-Brahms-Liszt. M-1149, \$3.85.

Leonard Bernstein conducting the RCA Victor Orchestra: *Facsimile* (A Choreographic Essay)—Bernstein. M/DM-1142, \$2.85.

Boston Symphony Orchestra, Serge Koussevitzky, Conductor: *Pavane for a Dead Princess*—Ravel. 11-9729, \$1.00.

San Francisco Symphony Orchestra, Pierre Monteux, Conductor: *Valses Nobles et Sentimentales; Daphnis and Chloe, Suite No. 1*—Ravel. M DM-1143, \$4.85.

Arturo Toscanini and the NBC Symphony Orchestra: *Roméo et Juliette*, Op. 17—Berlioz. M, DM-1160, \$3.85; V/DV-7 ("DeLuxe" non-breakable records), \$6.85.

Heifetz, Violinist: "Heifetz Encores" Album. Nine selections. With Emanuel Bay at the Piano. M-1158, \$3.75.

Dorothy Kirsten, Soprano: *Mi Chiamano Mimì* (My Name is Mimì) and *Addio di Mimì* (Mimì's Farewell) (both from "La Bohème"). With the RCA

Victor Orchestra, Jean Paul Morel, Conductor. Record 11-9694, \$1.00.

James Melton, Tenor: *M'apparti tutti' amor* from "Martha" and *La fleur que tu m'avais jetée* (Flower Song) from "Carmen." With the RCA Victor Orch., Jean Paul Morel, Conductor. 10-1329, 75¢.

Robert Shaw conducting the RCA Victor Choral and Orchestra: *Mass in B Minor*—J. S. Bach Vol. I: M/DM-1145, \$9.85; Vol. II: M/DM-1146, \$8.85.

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sings Mozart arias

PAGANINI QUARTET
plays the Rasoumovsky Quartets



LOOKING LIKE THE GRANDEE HE IS, THE DUKE OF ALBA STANDS WITH HIS DAUGHTER AND HER HUSBAND. BRIDE'S JEWELS ARE ESTIMATED AT \$1 MILLION

DUKE OF ALBA'S DAUGHTER IS MARRIED

PHOTOGRAPHS FOR LIFE BY FRANK J. SCHERSCHEL

In the Spanish cathedral city of Seville on Columbus Day a young couple was united in what would normally have been a marriage of convenience but which also happened to be a marriage of love. The bride was Maria del Rosario Cayetana Fitz-James Stuart y de Silva, the Duchess of Montoro. The bridegroom was Don Luis Martinez de Irujo y Artazcoz. To get the young couple off to a good start, the bride's father, the Duke of Alba, invited 3,000 people, spent about \$300,000 and provided a spectacle for the entire city.

The duke was repaid for this extravagance

by his daughter's happiness and his own visible satisfaction (*above*) at staging the decade's fanciest wedding. Even the forthcoming marriage of Britain's Princess Elizabeth probably will not match the Alba wedding in elegance. It was a show worthy of the grandest grandee of them all, a man six times a duke, 12 times a marquis and 17 times a count.

The bridegroom is of noble lineage but has no title and will get some of his wife's. He served in Franco's navy during the civil war. The fact that he is tall, dark and handsome is most important, since his career will be that of a con-

sort. His bride is sole heiress to her father's 49 titles and is quite aware of her position. But she is a modern young woman who likes to ski, play tennis, ride horseback and even fight bulls. When a *LIFE* correspondent, Bernard Frizell, asked Cayetana if she was enjoying the reception, she answered, "Not exactly. We want to be alone."

The couple met at a dance in 1946 and fell in love immediately. Don Luis proposed marriage within four months despite constant chaperonage. For their honeymoon they will go to England to catch the *Queen Mary* for New York.



ROYALTY (above) was represented by (left to right) the Infante Alfonso of Orleans, the Infanta Mercedes of Bavaria and the Infanta Isabella of Bavaria, seated before cathedral's elaborate grille.

COMMONERS (below) jammed Seville's streets along route of wedding party, and many thousands more crowded around the entrance to the cathedral to watch the bride, groom and wedding guests enter.



TRIO OF MULES with clipped tails and tasseled heads drew the ancient Andalusian bridal carriage.

CEREMONY IS HELD WITH ANCIENT POMP

Cayetana's wedding followed the strict pattern of ancient Andalusian ritual. The bride rode through jammed streets to the cathedral of Seville in a carriage drawn by thoroughbred mules (above). Her benedicted father led her down the cathedral aisle, which was lined with chrysanthemums, lilies of the valley and some of the bluest blood in Spain (top left). During the ceremony (opposite) the duke's face was as red as his military jacket and the bride's face was as white as her gown. As the Archbishop of Valencia pronounced them man and wife, however, Cayetana looked at her serious husband and grinned like any woman in love.

Her sentiments are especially appropriate because the Duke of Alba, unlike most noblemen, descends from a great romance himself. In 1669 Arabella Churchill, sister of the Duke of Marlborough, fell in love with James Stuart, later James II of England. Arabella did not have Cayetana's marital luck, but her illegitimate son became the Duke of Berwick, a marshal of France and the man who helped put Philip V on the throne of Spain. There was plenty of romance on the Alba side, too. One of the present duke's predecessors in the title inspired such a mad passion in the Empress Eugenie (before her marriage to Napoleon III) that she tried to poison herself. The Berwick and Alba lines merged more than 100 years ago, making the present duke as noble as a noble can get and a distant cousin of Winston Churchill as well.

The bride's father is the foremost duke in Spain. Despite this Dictator Franco sent no representative to the wedding because he and the duke are at odds over the latter's monarchist leanings. The duke was able to bear up under this slight because the Pope sent the couple a special benediction. He also was comforted by the fact that enemies of the Dukes of Alba seldom have fared well. In the 16th Century the third duke, asked on his deathbed if he had forgiven his enemies, replied, "I have no enemies; I have hanged them all."

Widowed in 1934, the 69-year-old duke is now left alone in his 500-year-old palace, attended by 63 servants and surrounded by his priceless antiques. If the duke gets too lonely, Cayetana and Don Luis may move in with him.



WEDDING IS PERFORMED by Archbishop of Valencia before Seville cathedral's magnificent altar, which usually is reserved for royalty. Altar is plated

with gold brought from New World by early conquerors. Couple got special permission to wed here, and the duke reportedly donated 100,000 pesetas to cathedral.



THREE GUESTS ARRIVE for wedding reception at duke's palace, located in one of Seville's poorer sections. Duke's neighbors watch from facing windows and

crowd into entrance lanes. Women in mantillas are in high Spanish fashion. Let their short skirts indicate old Spain still has reservations about the 'new look.'



ONLY THE NOBLEST NOBILITY GOT SEATS AT THE BRIDAL TABLE. DUKE AND THE BRIDAL COUPLE ARE OPPOSITE EACH OTHER IN THE CENTER OF PICTURE

GUESTS FEAST ON TONS OF FOIE GRAS, YORK HAM, BEEF AND PIE

Like many European countries, Spain has no obvious food shortages—for those who have money to spend. The Duke of Alba has plenty of money, and he set a good table for the 3,000 guests who came to the wedding reception. But even top-hatted and mantillaed arrivals (*op-*

poste) were not exempt from class distinctions.

The feast was served in three sections, the first small and limited to bluest blood (*above*), the second slightly larger and the third a big one for noble *hoi polloi*. To make these guests happy 18 chefs and more than 100 waiters (*be-*

low) served 40 pounds of *foie gras*, 1,600 pounds of seafood, 1,200 pounds of ham and beef, 675 chickens and turkeys, 600 pies and cakes, and 2,800 pounds of fruit. This was washed down with 14,720 bottles of whisky, sherry, cognac, amiset, red and white wine, and champagne.



BATTALION OF COOKS was busy supplying three classes of diners. Menus for two smaller parties were identical, but the rest of the diners got different food.



CORPS OF WAITERS and bartenders worked hard before, during and after the feast, assuaging thirst of weary aristocrats who were wilted by the Seville sun



DUKE'S SISTER, the wrinkled but stately Duchess de Santeña, gives the bride a little good advice.



DUCHESS DE ANDRIA (right), with Duke de Almodovar del Rio, lent couple honeymoon house.



GRANDFATHER OF BRIDE on mother's side, the Duke de Hjar, wore epaulettes like bear traps.



HUGE WEDDING CAKE, decorated with sugar roses, took a full month to make. Here bride and groom slice it with a sword while duke (lower right) beams.



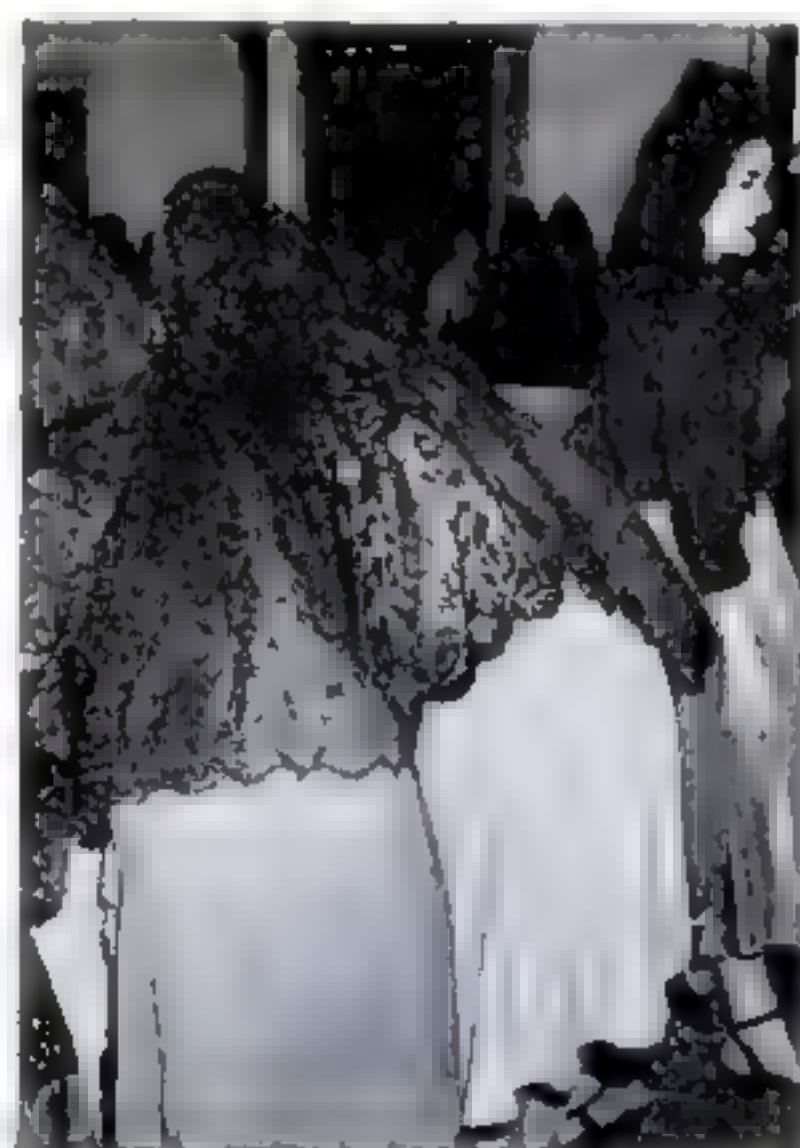
"STAG LINE" of spatted and tailed young gentry rests wearily on staircase of palace, well provided with bottles of wine. The reception lasted for a long time.



A WEARY GUEST was Asunción del Gade. Her mantilla got heavy, so she let hair down.



DRINKER'S VOWS of friendship and affection are exchanged by three happy guests who follow complicated Spanish custom.



INQUISITIVE GUESTS watch party from balcony, affording fine view of their mantillas.



PRETTIER THAN HER OWN PICTURE, the bride poses before portrait made when she was 13 and just getting proficient at bullfighting. Born in Madrid

in 1926, Cayetana was reared as a vigorous, God-fearing girl. Asked last week how many children she wants, Cayetana answered frankly "As many as God wills."

THE FABIANs

THEY HAVE LOST THE WEBBS AND GAINED POWER. BUT THEY STILL NEED AN ECONOMIC THEORY

A mild little goat-bearded man died in England last week, full of years (88) and honors, behind him a mountain of work, around him troops of disciples. One of these disciples is the prime minister of England, Clement Attlee, who said in his mild way of his mild mentor, "He lived long enough to see the ideas which he put forward 60 years ago being realized." The name of these ideas is Fabian Socialism; of the man, Sidney Webb.

Not only Attlee but many of the best brains in the British government are Fabians. Sir Stafford Cripps, who has just been given semi-dictatorial powers in order to rescue England from economic strangulation, is a Fabian and also the nephew of Sidney Webb's late wife and lifelong collaborator, Beatrice. The Webbs, though dead, are triumphant; while England, though not dying, is in worse economic straits than at any time since the Webbs were born. Any connection here? Any moral for the rest of the world?

What Is Fabianism?

What makes Fabian Socialism so truly British is that no Fabian (except one, to be mentioned shortly) can tell you exactly what it means. To join the Fabian Society all you have to favor is equal opportunity for everybody through "the collective ownership and democratic control" of economic resources. You avoid but do not absolutely forswear violence as a means to this end. (Fabius the Procrastinator, for whom the society was named, did after all harry Hannibal's flanks.) But beyond that, boasts Fabian pundit G. D. H. Cole, "There is no Fabian orthodoxy . . . no collective views . . . no party line." Instead there is endless freedom of inquiry and discussion, as so blamelessly exemplified in the life and work of the Webbs.

When the Webbs were engaged to be married in 1892, Beatrice wrote in her diary, "We are both of us second-rate minds, but we are curiously combined. . . . A considerable work should result." In fact this work filled several libraries and remade England. Beatrice was a wealthy altruist, Sidney a walking encyclopedia. They began collecting facts about every weak or sore spot in British industrial society, from methods of garbage-collecting to election laws. Pouring out a steady stream of lucid arguments and incontrovertible statistics, they became known as the "two typewriters that click as one." With due lag, reform and progress followed almost every book.

All this was called "socialism" mainly because the Webbs chose to ascribe the injustices they encountered to capitalism. Sociology was their vocation, anticapitalism a hobby. As their friend G. B. Shaw said, the Webbs made socialism "constitutional, respectable and practical." So practical indeed that Dean Inge thought, "Socialism will die of boredom." But it didn't, for two reasons. First, the Fabians latched on to the trade unionists of the emergent Labor party, like pilot fish on a grampus, and thus got into Parliament. Second, their policy of "permeation"—reasoned argument and pamphleteering among all educated classes, including many Tory cabinet officers—slowly but surely eroded these classes' belief in capital-

ism. Those who asked for a description of the alternative system were given a few generous phrases and a detailed plan for revising the constitution, for prison reform or the like. A real revolutionary theorist like Trotsky could call the Fabians "sentimental careerists" and "gabbling electrics." But as a result of "permeation" the Fabians soon included a large section of the British civil service, which was ready to cooperate enthusiastically with Labor socialism when it took office in 1945.

Even the capitalists perversely followed Webb advice. There being no Sherman Act in



SIDNEY AND BEATRICE WEBB

Britain, they eliminated competition (which the Fabians thought wasteful) and turned British industry into a phalanx of monopolies and cartels. Any industry in modern Britain which retains real competition and free entry is the exception, not the rule. Private owners have therefore little or no theoretical excuse to resist nationalization. The process has gone so far that few Britons today, Labor or Conservative, have the energy to try to reverse it. Result: Britain, having abandoned capitalism at the Webbs' behest, is now embracing socialism without ever having had it clearly defined.

That last statement would need amendment if Britons had ever taken George Bernard Shaw seriously. In the early days of the Fabian Society, Shaw's passion for definitions led to many a battle with the Webbs because, as he said later, "An Irishman likes to know what he is doing, and there is nothing an Englishman hates more." Shaw (see *The Intelligent Woman's Guide*) has defined his version of socialism with perfect clarity and candor. Socialism is above all a theory of distribution, and it means "equality of income or nothing."

On the central question of human motives all Fabians agree that money is a demeaning reason to work. What then? "The dominant motive in everyone's life," wrote Beatrice, "must be the welfare of the race." Annie Besant thought the "instinct of benevolence" and the "desire to excel" would serve. Only Shaw was both realistic and precise: labor must be compelled to work.

Shaw evaded the question of liberty by redefining it as leisure. But he was too honest to claim that men would work at all without being forced to it, however short their hours. Under socialism, he wrote, "you would be forcibly fed, clothed, lodged, taught and employed whether you liked it or not. You might possibly be executed in a kindly manner, but whilst you were permitted to live you would have to live well."

Does all this sound like theoretical nonsense? Well, it's the best worked-out theory the Fabians have. And it is not entirely theoretical right now. The Labor government has recently resumed some of the wartime controls over labor; they can tell job seekers where to work and they are rounding up what they call the "spivs and drones." The British are going along with this because it is a condition, not a theory, that confronts them. But perhaps it is time for them to confront the theory as well.

Fabian assiduity is still turning out splendid plans. Cripps produced a beauty only last month for increasing exports; but as the London *Economist* pointed out, it omits completely the question of "motive power"—i.e., incentives for human effort, which is the No. 1 problem in Britain today. Human nature has always been something of a blind spot with Cripps, as it was with his aunt. A theory of distribution is not much help when the problem is production. So far as anyone knows there are only two ways to make men work: money or fear, capitalism or Shavianism, the carrot or the stick. Will the British muddle into a third? Americans will watch for the answer with close interest these next few months. Like Prohibition, British socialism is an experiment "noble in purpose" and therefore probably has to be tried.

Understanding Capitalism

One thoughtful American observer of Europe concludes that only rich countries can afford socialism, but only poor ones ever adopt it. British socialists are proud that their production now equals prewar "and even exceeds it" (by 10% or 20%). American production is almost twice prewar. Thus, America is under no temptation to go socialist; but it is a good time to reflect on how the British got there and whether we are prone to the same muddling mistakes.

Americans are at least as pragmatic as the British and we share their itch for improving things, fixing the drains, appointing boards and commissions and passing *ad hoc* laws, à la Webb. Another few years of the arch-pragmatic New Deal, for example, and we too might have slid sideways into pseudosocialism, like England. But like the Irish we also like to know what we are doing, and for that we need to check up on theory every now and then.

No economic system can long be taken for granted; it needs understanding and political support. American capitalism, which is different from the morbid European variety, needs and will repay study by Europeans and Americans alike. It especially needs study by our own young Webbs, on whom we rely to keep it in line with social justice. It, not socialism, is the current wonder of the world. Its theory is neither inscrutable nor deficient. In practice it works.

PICTURE OF THE WEEK: ➔

In Washington a delegation of Michigan's Ottawa Indians adopted Admiral Chester Nimitz as honorary chief. Named Be-lea-na-ga (The Winner), he dutifully exploded a war whoop (opposite page).



AS IT MUST TO ALL PUBLIC FIGURES, INITIATION
INTO AN INDIAN TRIBE COMES TO ADMIRAL NIMITZ



"THOU SHALT NOT MUZZLE THE OX." With this cryptic Biblical quotation, of the sort dear to his classical

rhetoric, John Lewis starts his bitter tirade against his A.F.L. colleagues. The federation's President William

Green, who has often suffered from Lewis' tongue-lashings, stares at his gavel with a look of quiet resignation.



CONVENTION DELEGATE Matthew Woll, head of photoengravers' union, talks to observer in hotel lobby.

LEWIS GETS MAD

Voted down by A.F.L., he calls leaders "fat and stately asses"

John L. Lewis, the Old Lion of the U.S. labor movement, shook an outraged mane. He had chosen to lie down with the lambs of the A.F.L., and strangely the lambs refused to be devoured. At the union's convention in San Francisco last week they were darting and yapping at his flanks like a pack of dogs. Lewis wanted to team up with "Big Bill" Hutcherson for control of some of the Hollywood unions. The convention voted no. He wanted to make an attack on the Taft-Hartley provision requiring union leaders to sign anti-Communist affidavits. Again: no. In fact the convention had a pertinent question to demand of Lewis—what did his District 50 mean by poaching on the territory of other A.F.L. unions?

Faced with this impudence, the Old Lion struck a melodramatic pose at the convention microphone (left). "Our leaders put their tails between their legs and run like cravens," he bellowed. "[They are] fat and stately asses. . . . I don't think that the federation has a head; I think its neck has just grown up and haired over." Then he resigned his place on the executive board and boycotted the rest of the convention (right). His next move was anyone's guess.



CARPENTERS' BOSS Bill Hutcherson (left) talks to press. He abandoned Lewis after first siding with him.



ENTERTAINMENT at banquet is provided by dancing chorus (above). Below: after Lewis blowoff the table once occupied by his mineworkers is conspicuously empty

during convention's final sessions. Boycott was especially embarrassing to Green because A.F.L. tradition called for the miners to enter his renomination for presidency.





SIGHTING EXPENSIVE DRESS, FRENCHWOMAN CLOSSES IN WITH TOMATOES



MODEL CRINGES AS HER DRESS IS SPATTERED BY MISSILES FROM EVERY DIRECTION



VICTIM IS TWISTED AROUND AS HOUSEWIVES GO TO WORK ON THE DRESS



AS THE DRESS TOP BEGINS TO GO, TWO OF THE WOMEN GET FIRM GRIP ON THE SKIRT

MODEL LOSES NEW LOOK

In the U.S. the "New Look" has inspired only some minor grumbling about the French who supposedly invented it. But recently some French housewives proved that not every Frenchwoman likes the new styles.

To get originality into pictures of the new dresses a women's newspaper sent



DISHEVELED AND GASPING, THE FRANTIC MODEL HOLDS UP THE TATTERS OF HER \$335 DRESS AND ALMOST GETS AWAY BUT IS STOPPED BY TWO CLUTCHING HANDS

a photographer and a stylish model to the tough market of Paris' Rue Lepic. There they hoped to achieve "contrast" pictures. But a Rue Lepic housewife took one look at the "Look" and then screamed, "Pipe this doll! She pays 40,000 francs for dresses and our kids get no milk." Excitable Frenchwomen took the

cue. The housewives pelted the model with vegetables. Still unsatisfied, they rushed in and started ripping off her dress. The approach of gendarmes saved the model's modesty, but not before the photographer took pictures of a scene that will give many a U.S. housewife—and husband—some vicarious pleasure.



BELOW THE TOWERING MINARETS OF CAIRO'S MOSQUES A PLANE LAYS DOWN A THICK CLOUD OF DDT IN AN EFFORT TO CONTROL THE SPREAD OF CHOLERA

CHOLERA IN CAIRO

Planes spray the city's rooftops with DDT to help check epidemic

In one of the world's oldest cities last week two by-products of modern warfare combined to fight an epidemic of cholera. The epidemic had begun in a small village north of Cairo a few weeks before. The disease, chiefly carried by flies and the water supply, was quickly identified but continued to spread into overpopulated, fly-infested Cairo. To meet the emergency some badly needed medical supplies were flown from the U. S., Britain, Switzerland, France, Iraq and Russia. Despite mass in-

oculations and the isolating of danger areas, the number of cases climbed above 1,000 and the fatality rate went over 60%. To lessen the chances of a mass epidemic among Cairo's population, planes equipped with DDT sprays flew at housetop level over the city. The planes dispersed a thick, smelly fog of the powerful insecticide while the nervous Egyptians opened wide their windows and hung out mattresses. By week's end the epidemic, first in Egypt since 1902, was reported under control.

Help for Tired Menus from Ann Pillsbury



DUTCH FOR
PANCAKE LOVERS

A few twists with the pancake turner and a trip to the first chef gave you this delicious on-a-gay desert starring Pillsbury pancake from the mix of the "Dutch" Of course, when you come right down to it, it's hard to beat Pillsbury pancakes any time or any way—even when you take a fork to 'em plain, with nothing on 'em but rich, luscious butter and sweet, sweet syrup or vinegar.

Ann Pillsbury's JAM-DANNY PANCAKE ROLLS

Makes fourteen 4 1/2 inch pancakes

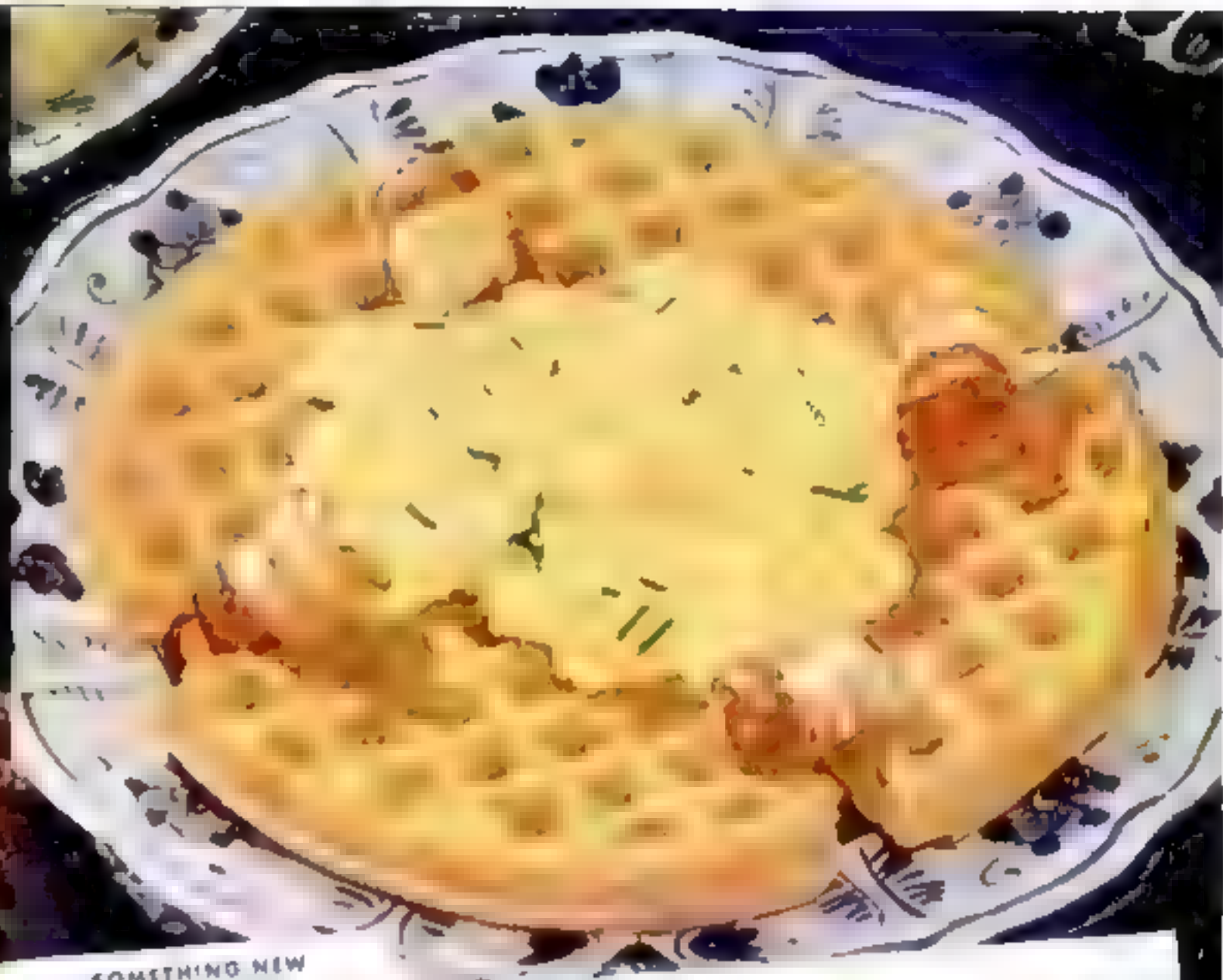
Blend together 2 cups Pillsbury Pancake Mix
2 cups milk
1 egg
2 1/2 tablespoons melted shortening

Bake

Spread

on hot, lightly oiled iron until
cooked. May be served
with butter and jam or
jam. Or roll and spread
with powdered sugar.

Do you hanker for buckwheats now and then? Grandma never made 'em better than Pillsbury Buckwheat Pancake Mix. For variety, fork into a buckwheat waffle! Sa-a-ay!



SOMETHING NEW
IN WAFFLE-RY!

Don't look now, but the French taste is in the waffle—a neat trick, but strictly routine for the imaginative Ann Pillsbury and that ever-useful blend Pillsbury Pancake Mix. And when you quarrel with the scrambled eggs freckled with cool green chives? Makes an inspired entrée, wouldn't you say?—and it's really very easy to fix. Here's how...

Ann Pillsbury's BACON WAFFLE WITH CHIVED EGGS

Makes six 4-section waffles.

Blend together

1 cup Pillsbury Pancake Mix
1 cup milk
1/4 cup bacon drippings or
melted shortening
2 eggs, well beaten
1/2 cup of bacon, crushed
with rotary beater until
small

Beat

Bake

Serve

on hot waffle iron until
showing color.
with Scrambled Eggs and
Chives.

Scrambled Eggs and Chives

Combine

4 eggs, beaten
1 cup milk
1 teaspoon salt
1/4 teaspoon pepper
1/4 cup chopped chives

Cook

Serve

in skillet or in the boiler
with set, stir constantly,
avoid overcooking.
or top crisp waffles with
bacon curls.



Now
in these
New
Packages
at
your
Grocers!



The Blend with no end of uses

The
"fresh up"
family
drink!

You like it...
it likes you!





BUY A CASE
TODAY!

fresh up! 7up! IT LIVES LIKE YOU



What's the other reason for this picture?

WHENEVER you see four red roses you're probably reminded, first, of the matchless whiskey they symbolize . . . Four Roses.

But there's *another* reason for this picture. We hope it will remind you that today, or tomorrow, or one day soon, may be an anniversary or some other very special occasion for a certain friend of yours—an occasion you should commemorate with a gift.

If that is true, remember what a grand present Four Roses would make!

For this whiskey—with its mellow, distinctive flavor—is a gift that reflects *your* thoughtfulness in choosing the best, and complements the good taste of the man who gets it.

Fine Blended Whiskey, 90 & proof, 40% straight whiskeys, 60% grain neutral spirits.
Frankfort Distillers Corporation, New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET



PEOPLE

BRITON DEFENDS KING ARTHUR

While Britain's King George VI has Scotland Yard, the army, navy, marines and Commandos to protect him, the long-dead King Arthur (about 550 A.D.) needs only the stalwart old gentleman shown below. He is Mr. Albert C. R. Carter, 83, a member of the Knights of King Arthur club, and he bears the impressive title of Senior Knight Vice President and King's Champion. His duties consist of wearing a steel gauntlet and throwing it down, being mindful not to smash a toe, if ever

King Arthur is challenged to mortal combat. He also recites the "Ideals of Arthur" on occasion.

The Knights, who gathered at six long tables in London's Savoy Hotel recently, constitute a venerable institution. Their club has included such famous members as Charles Dickens and David Garrick and is reputed to have been founded in 1720. But the club's origins are by now as mixed with legend and romantic exaggeration as is the history of the king and knights whom it honors.



False Teeth?

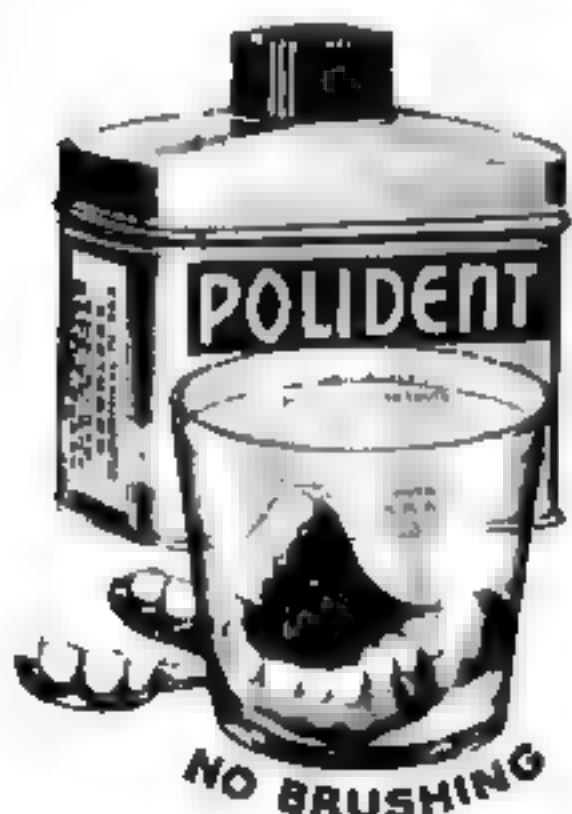


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*You can't
Brush Off
Denture Breath*

**Soak your plate or bridge in Polident
to keep it hygienically clean, odor-free**



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser, 30¢ and 60¢.

Use **POLIDENT** *Daily*

**RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER**

**LOOSE
FALSE
TEETH?**

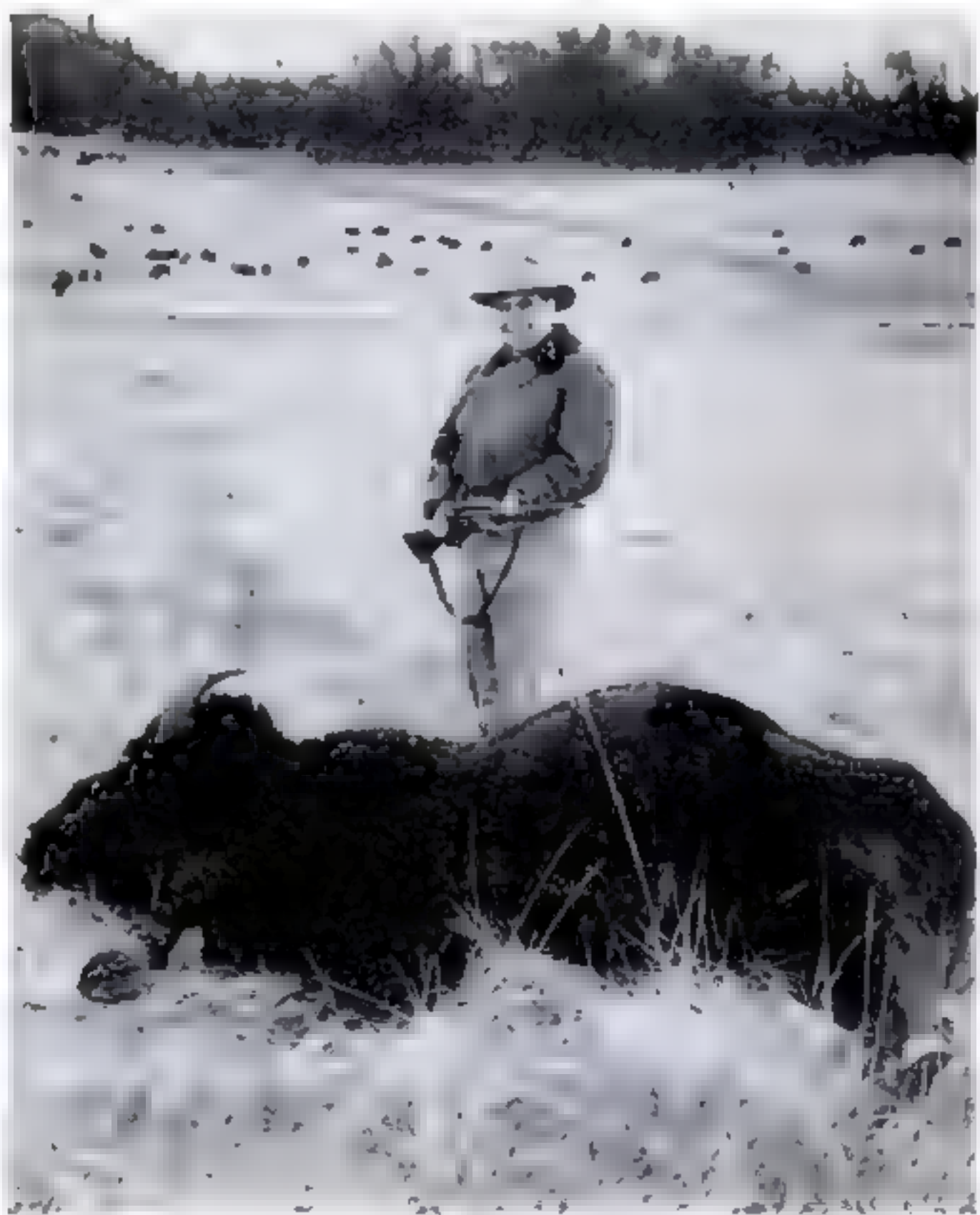
Amazing New Cream
Holds Tighter, Longer
than anything you ever tried
or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT

PEOPLE CONTINUED



PUBLIC JILTING takes place in full view of Times Square and in hearing of radio network audience as John Early, a contestant on the *Truth or Consequences* show, refuses to go through with a stunt calling for him to marry Lorraine Oepa, whom he had never seen before. His refusal cost him a \$1,500 prize.



POLITICIAN'S HUNTING STUNT is enacted on a grand scale by House Speaker Joseph A. Martin, who poses with a dead bull buffalo in South Dakota. The congressman hit the bull with the first shot, let a companion finish it off. He remarked, "Here's a chance to shoot the bull and have it legitimate."

CONTINUED ON PAGE 34

Whether you travel

LIKE THIS...



In a Pullman private room you have your own air conditioning, toilet, wash basin and a lot of other modern comforts and conveniences right in your room.

OR LIKE THIS



In a Pullman section accommodation you sleep safe-and-sound in a comfortable berth in a modern car that has convenient and ample toilet facilities.

YOU GET THIS



You receive the courteous attention of the Pullman porter who's proud of his art in serving and satisfying all your wants.

...AND THIS

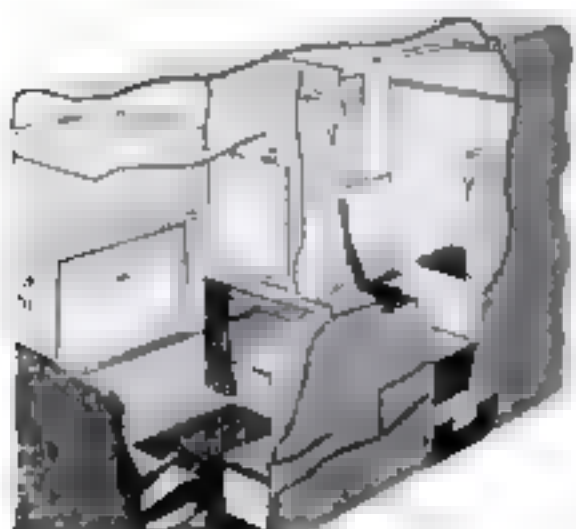


You have the privilege of relaxing in the pleasant atmosphere of the spacious lounge car carried on many trains for Pullman passengers.

...AND THIS !



You arrive—on dependable railroad schedules—rested and refreshed, right in town, convenient to everything.



NEW CAR NEWS! Here is the new Pullman Duplex-Roomette, designed for single occupancy, which brings the cost of a private room down to little more than a lower berth! Duplex-Roomette cars are already in service on some railroad lines—going into service soon on others—to give you even more comfort, convenience, and economy when you "go Pullman."

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
OF GOING PLACES FAST!

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Mothers Should Tell Brides!



DORA, MY NIECE, was the *prettiest* bride. But I wondered how long she'd stay pretty . . . with Bob wanting everything cooked the old-fashioned way his mother used to do.



ONE DAY I said, "Dora, learn a few quick tricks. Start with Borden's Instant Coffee." "What's that?" she said. "The best part of every meal," I answer, "and the easiest. No por, no grounds, no waste!"



"I WOULDN'T DARE serve Bob anything but the old-fashioned ground coffee he has always had," murmurs Dora. "He's so fussy about his coffee tasting just right. It certainly takes a lot of time, though."



"TRY THIS on your groom," I said, handing her a cup of Borden's. Then I peep round the kitchen door. There's Bob, licking his lips and raving about the wonderful cup of coffee his bride makes. I couldn't help but chime in: "Listen, Dora," I said, "you thought you knew all about instant coffee, *but you didn't know Borden's*. Smarten up and order Borden's today!"

Money back if BORDEN'S doesn't beat your favorite coffee!*

AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

* Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 390 Madison Ave., N. Y. 17, N. Y.

PEOPLE CONTINUED



ACTRESS'S GRANDSON John Drew Miglietta sits calmly in lap of Grandmother Ethel Barrymore while his mother, who is Ethel's daughter, looks on. Young John is named after the 19th Century actor John Drew, his great-great-grandfather.



ACTRESS'S ADMIRER slips under the canopy to see and meet Gene Tierney as she enters St. Bartholomew's Church in New York City to be matron of honor for her sister. Socialite sister Patricia married Elliott William Reed, financial columnist.

Already...

**THE LARGEST SELLING
CHEESE CRACKER
IN AMERICA!**



Sunshine
CHEEZ-IT

A DAINTY CHEESE CRACKER



because...

**LOTS AND LOTS OF
CHEESE FLAVOR**

MANY, MANY USES

TANGY AND DELICIOUS

RIGHT SIZE

CONVENIENT PACKAGES

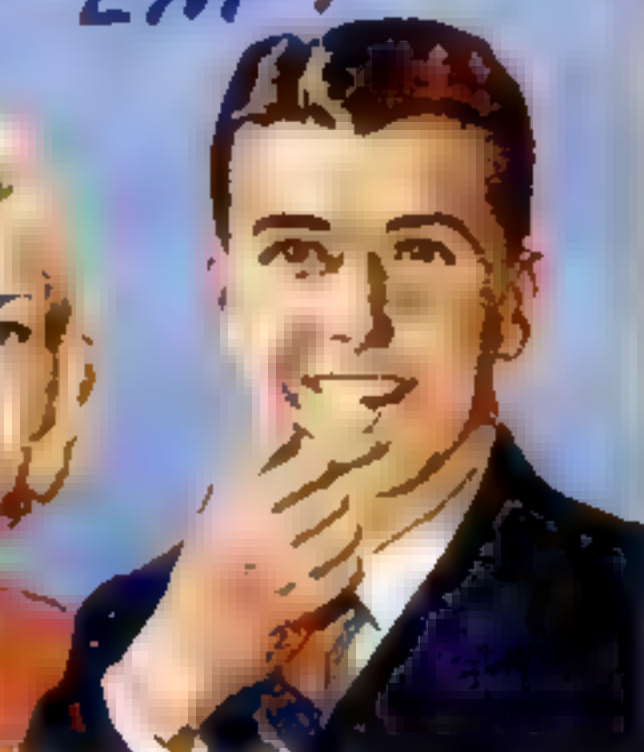
POPULAR PRICE

EVERYBODY LOVES CHEEZ-IT!

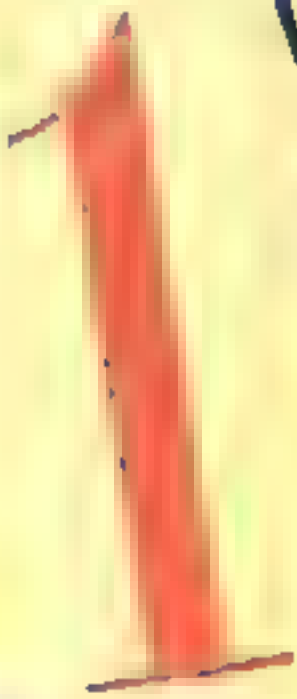
GOOD...
ANY OLD TIME!

Sunshine Biscuits, Inc.

"WE ALL LOVE 'EM!"



WASHES WHITE CLOTHES



WHITER

THAN BRAND NEW★

Rinso

NEW! AMAZING!
CONTAINS
SOLIUM
THE "SUNLIGHT" INGREDIENT



2

WASHABLE COLORS LOOK
BRIGHTER
 THAN BRAND NEW ★



NEW Rinso CONTAINS SOLIUM —the marvelous "Sunlight" Ingredient

Get ready for the surprise of your life. Imagine! New Rinso with Solium, the marvelous "sunlight" ingredient, actually washes white things whiter *than brand new* . . . makes washable colors look brighter *than brand new*!

You'll see clothes that have been yellowed or dulled by many washings with ordinary soaps regain amazing new whiteness and brightness! What's

more, you'll see this astounding difference no matter how hard the water. And New Rinso makes heaps of soapy-rich suds that are *so safe for clothes* . . . *so kind to hands*!

Try New Rinso containing Solium today. Once you've used this wonderful New Rinso, you'll agree it makes all other washday soaps seem out-of-date. Yes, the results will amaze you!

★ No other soap in the world can make these claims

...No other soap contains Solium!

SO SAFE FOR CLOTHES...SO KIND TO HANDS

New Rinso is another fine product of Lever Brothers Company

Once upon a lifetime color! Crimson riding in a golden coach



New

REVLON

"

Cinderella's
Pumpkin"

Lastron Nail Enamel

Lipstick

Fashion Plate Make-up



Cinderella's was a magical pumpkin—remember? So don't expect to see orange. When Revlon works its color magic, it's crimson riding in a golden coach for matching lips and fingertips.

Change, change into beauty rich and strange . . . with "Cinderella's Pumpkin" in Revlon's new Lastron Nail Enamel that makes everything else seem obsolete! There's matching magic in Revlon Lipstick, Fashion Plate face make-up and face powder, too.

Revlon — creators of genius colors in make-up for well-dressed hands and face

Match Box Set—
Lastron Nail Enamel,
"All-Plus" Lipstick—
1.60 plus tax



THE RICH FAMILY assembles to celebrate 100th anniversary of Charles C. Rich's arrival in Salt Lake City.

In the front row are four surviving children: Edward, 79; Drucella Rich Streeter, 76; Ezra, 83; Mordecai, 79.

In the second row are grandchildren. Great grandchildren and great great grandchildren are behind them.

A MORMON FAMILY HAS A REUNION

Four hundred and one of his 2,000 living descendants gather to honor Apostle Charles C. Rich and his six wives

One day in 1834 a 25-year-old Kentucky farmer named Charles C. Rich met Joseph Smith, "the Prophet, Seer and Revelator" of the Church of the Latter-Day Saints. Soon thereafter Charles Rich became a Mormon. In 1843 Revelator Smith "revealed" a new doctrine which sanctified the institution of plural marriages. Follower Rich soon began to practice polygamy. By the time Rich arrived in Salt Lake City, Utah on Oct. 2, 1847, he had six wives (next page) and a growing family. By the time he died at 74 he had produced 51 children who produced 326 grandchildren, who produced such a horde of great-grandchildren that

the number has never been accurately tabulated.

On Oct. 3 the descendants of Charles C. Rich met in Salt Lake City to honor their "Great Pioneer Sire" and the 100th anniversary of his arrival in Utah. The family reunion quickly assumed proportions of a convention. No less than 401 members of the family registered at the Hotel Utah and pinned white identification cards to their lapels. They heard the reading of the minutes and elected a reunion chairman for 1948. Then they sat down to a banquet with a special "Rich Family Menu" including Sarah De cockpit, baked ham à la Mary Ann, Eliza's candied sweets, Sarah Peck beans,

Emeline salad, frappé à la Harriet—the names being a mark of respect for Rich's six wives. After dinner the family heard speeches, one by U.S. Senator Arthur V. Watkins (a descendant), who announced that he found membership in the prolific family a decided political asset.

Among the 1,500-odd descendants absent from the reunion was the family's most famous couple: Actress Lorraine Day, a great-granddaughter of Charles C. Rich, and her husband Leo ("Lippy") Durocher, a member by marriage. Unfortunately they were in New York, where Lippy was trying to get back his old job with the Brooklyn Dodgers.

Queen Quality
SHOES



CHERISHED FOR STYLE
TREASURED FOR VALUE

Designed for Modern Living



Stepping along at the head of the Fashion
Parade... in your Queen Quality
Shoes... the shoes of tomorrow...
designed for today.

Queen Quality
SHOES



Favored Footwear of
Her Majesty "Queen for a Day"
Mutual Network

Mormon Reunion CONTINUED

RICH'S FIRST WIFE CHOSE THE OTHERS



PIONEER RICH HELPED SETTLE VILLAGES IN UTAH, CALIFORNIA, IDAHO



SARAH DE ARMON PEA



ELIZA ANN GRAVES



MARY ANN PHELPS



SARAH JANE PECK



EMELINE GROVER



HARRIET SARGENT

CHARLES RICH had not been a Mormon long when his brethren considered his unmarried state and recommended his writing Sarah De Armon Pea (top row, left), another Mormon convert in Illinois. Rich proposed marriage in his first letter, but Sarah Pea cautiously invited him to Illinois for a visit. Shortly after Rich's arrival they were married. When Rich was converted to polygamy he converted his wife. With wisdom she selected five women whom Rich married quickly, three in one week. He was recently praised by a son for the considerable accomplishment of living "all his matured life peacefully with six wives... without a serious quarrel and without a thought of divorce."

CONTINUED ON PAGE 52

PRESSURE COOKING IS SAFE!

Just observe these 2 rules:

1.

Don't take cover off too soon

1. Hold your pressure cooker under cold water until steam inside is gone.
2. Then open Pressure Control before removing cover. Always watch pressure control, regardless of make, and keep it clean.



2.

Don't let pressure control plug up

1. "Geysering" (accident at left) happens when pressure control gets plugged which results in over heating and causes safety valve to open.
2. Use correct amount of water—observe timing instructions.

These 2 Accidents Can't Happen with the EKCO Pressure Cooker

BECAUSE

You Can't Take The Ekco Cover Off Until The Pressure Inside Is ALL GONE!



BECAUSE

Ekco's Exclusive 3-Way Safety Shield Lets Excess Steam Pressure Escape SAFELY!



1

YOU CAN'T TAKE THE COVER OFF until the steam pressure inside is all gone—because it is double locked. The Magic Knob locks the cover... the steam locks the Magic Knob.

2

AUTOMATIC PRESSURE CONTROL is built in... can't get lost... calls you with a singing hiss when proper pressure is reached... warns you if cooker starts to overheat... simple to clean.

ONLY EKCO HAS

- 1 Fingertip Magic Knob—Easiest of All!
- 2 Foolproof, Automatic Double-Locking Safety Cover!
- 3 Positive Built-In Automatic Pressure Control!
- 4 3-Way Accident-Preventing Safety Shield!

3

JUST 3 FINGERTIPS OF ONE HAND on Ekco's Magic Knob put on or take off cover. New simplified closure—double-dots make it easy as pie.

4

OVER 600% OVERLOAD SAFETY FACTOR Made from drawn, virgin aluminum, cold forged to tensile strength at stress points, of 72 tons per square inch.

5

SAVES OVER 50% IN FUEL because Ekco pressure cooking is three to four times faster than ordinary cooking—takes less heat than usual to maintain pressure.

Guaranteed by Good Housekeeping



- | | |
|----------------------------------|-----------------------------------|
| 2 1/2 qt. "Hostess" Model \$9.95 | 4 1/2 qt. "Hostess" Model \$11.95 |
| with extra serving cover \$11.95 | with extra serving cover \$13.95 |
| 4 1/2 qt. "Chef-Master" \$13.95 | 6 qt. "Hostess" Model \$13.95 |
| includes extra suspension cover | (without extra serving cover) |

Prices slightly higher west of the Rockies.

ONLY EKCO PRESSURE COOKERS ARE SO COMPLETELY SAFE

BECAUSE NO OTHER HAS EKCO'S 4 ACCIDENT-PREVENTING SAFETY FEATURES!

Only Ekco Pressure Cookers are so completely simple—because no other has Ekco's famous Magic Knob that lets you put cover on or take it off with your fingertips. Cuts Fuel Costs Up To One Half... Keeps Vitamins, Color and Flavor Better Than Ordinary Cooking. Ekco—masters of precision engineering—now bring you the two things you want in a pressure cooker: 1—The Safest! 2—The Simplest! Make no mistake—all pressure cookers are safe—just follow the instructions. But Ekco makes pressure cooking more foolproof—eliminates the 2 principal accidents of pressure cooking. Because you can't take the cover off until the steam pressure inside is all gone. Because the Ekco Safety Shield prevents "geysering."

Easy As Pie With The Magic Knob

One of the greatest inventions in pressure cooking is the famous Ekco Magic Knob. Because not only does it lock the cover from above but, when the steam comes up, it locks the Magic Knob from below—a double-locking safety feature. That's why you can't take the cover off the Ekco until the steam pressure inside is all gone. And all it takes to put the cover on or take it off are 3 fingertips on the Magic Knob! A double set of blue guide-dots on cover and cooker make it doubly easy to insert and remove cover.

The 3-Way Safety Shield

Failure to observe instructions may cause pressure control to plug up. That's why all cookers have safety valves.

But only in the Ekco is the safety valve under a shield designed to prevent accidents from excess steam. The Ekco Safety Shield blocks spurring 3 ways. Thus, if safety valve opens, excess steam escapes safely.

Save Time, Vitamins, Flavor and Fuel

Not only is the Ekco Pressure Cooker the most completely safe and simple of all, but it gives you all the great advantages of pressure cooking.

You save more of the natural color and flavor of foods, more of the vitamins and minerals than cooking the old fashioned way in water, and you cut your fuel bill way down.

Be Safe With The Safest

Ekco's automatic pressure control device gives a singing hiss to tell you when to start cooking. Most important—the two accidents you may fear—can't happen to you with an Ekco Pressure Cooker. Ekco has been awarded both the Good Housekeeping Seal and the Seal of the Underwriters' Laboratories.

PRECISION MADE BY EKCO

EKCO *simplest safest* **Pressure Cooker**



Featherweight champs

A pillow-fight may be hard on the bedclothes, but Mother won't have to worry about those sturdy, durable Merrichild Sleepers!

Yes, Merrichild Sleepers are springy-knit for long, hard wear and sleeping comfort, too. Double-soles for scuffling young feet—and those overlapping shoulders are double-stitched for extra strength. They're bargains for the budget-wise!

When you shop for sleepers, ask for Merrichild, knit by the makers of Hanes Underwear for men and boys. In petal-pink and little-boy-blue, at your leading store. P. H. Hanes Knitting Company, Winston-Salem 1, North Carolina.



Two-piece suits, ages 0 to 4. With extra pants, a three-piece combination gives baby more sleeper-changes, makes less laundry for Mother.



One-piece gripper-back, ages 0 to 3.



One-piece gripper-front, ages 4 to 6. Knit cuffs at ankles an age 4.



Merrichild Sleepers

Mormon Reunion CONTINUED



LARAINÉ DAY'S MOTHER, Ada M. Rich, appeared in front row center of a family-album picture. She is the granddaughter of Apostle Charles C. Rich.



AT REUNION Laraine's mother, now Mrs. Clarence I. Johnson (right), talks to relatives. Daughter Laraine is still a Mormon, even though in Hollywood.



TOASTMASTER at the reunion was Ben L. Rich, 69-year-old Salt Lake City lawyer who collects stories about the family, pin-up pictures for office (above).



Your enjoyment climbs to new altitudes through radio and television achievements of RCA Laboratories.

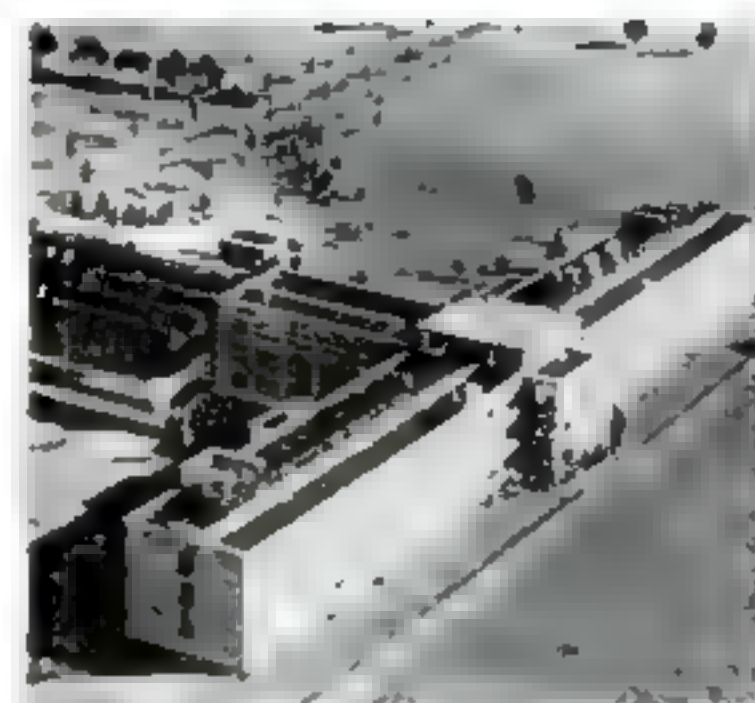
***RCA LABORATORIES—your "magic carpet"
to new wonders of radio and television***

More and more people will go sightseeing by television as the number of stations and home receivers increases. Eventually, television networks will serve homes from coast to coast . . . bringing you the news as it happens . . . sports events . . . drama . . . vaudeville.

Many of the scientific advances which have made possible these extended services of radio-electronics, in sound and sight, originated in research conducted by RCA Laboratories.

Recent RCA "firsts" include: ultrasensitive television cameras that give startling clarity to all-electronic television . . . tiny tubes for compact, lightweight portable radios . . . "picture tube" screens for brilliant television reception.

In other fields of radio-electronics, RCA has pioneered major achievements—including development of the electron microscope. Research by RCA Laboratories goes into every product bearing the name RCA or RCA Victor.



RCA Laboratories at Princeton, N. J., one of the world's centers of radio and electronic research. ● When in New York City, be sure to see the radio-electronic wonders on display at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, Radio City, New York 20.



RADIO CORPORATION of AMERICA



AS ARCTIC FOG LIFTS, THE HUNTERS SPOT THEIR FIRST QUARRY, A GIANT MALE BEAR MOVING LEISURELY ACROSS THE SURFACE OF A FLAT ICE FLOE 100 YARDS LONG



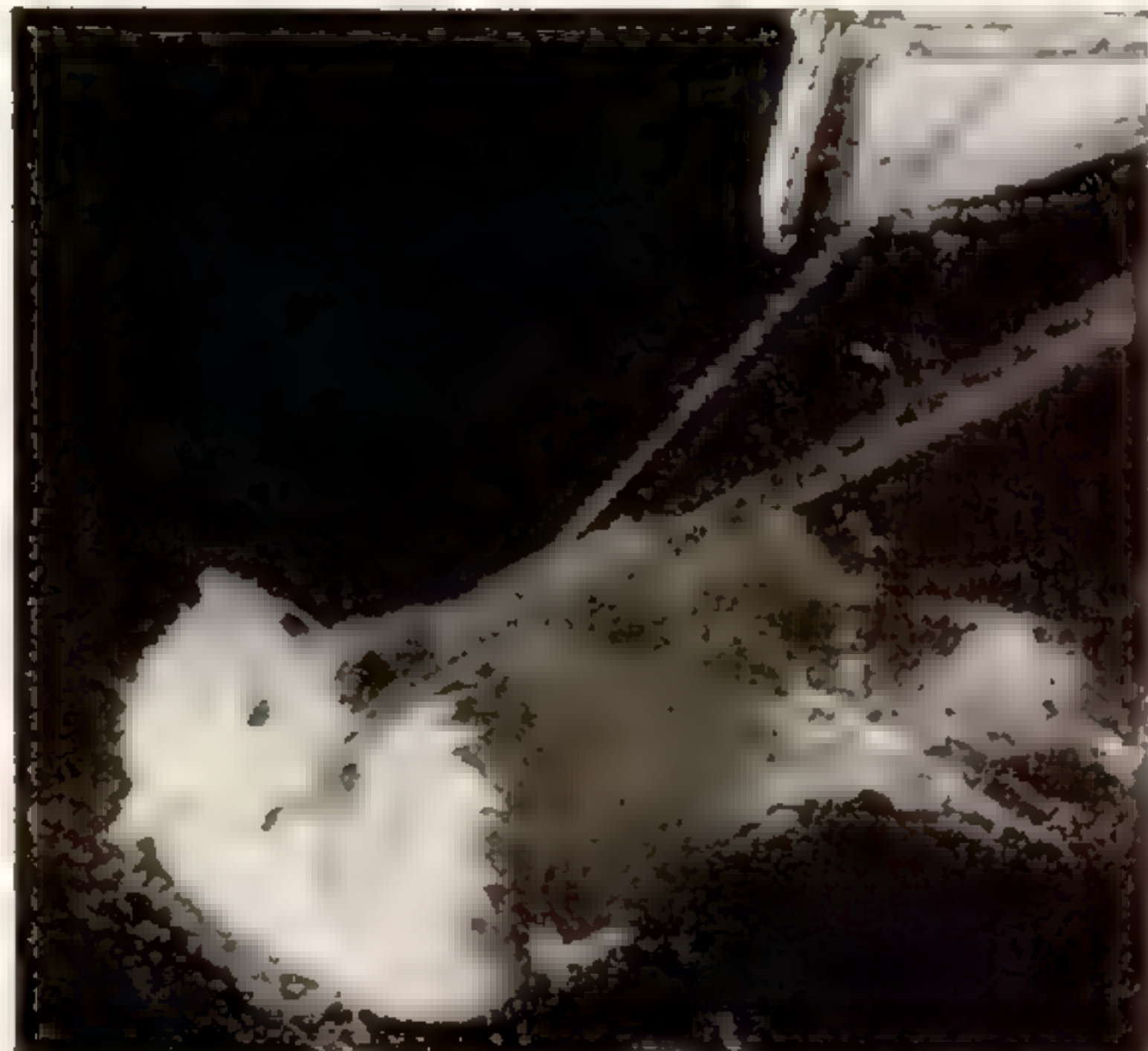
THE BIG MALE BEAR SEES THE INTRUDERS, REARS BACK JUST BEFORE HE IS SHOT

HUNTING THE POLAR BEAR

In the icy waters of the Arctic, Norwegian sealers kill a she-bear and capture her broken-hearted cub



DESPERATE MOTHER slows down to keep pace with her cub. As the hunters' ship draws near, a Norwegian sharpshooter ends her flight with a skillful shot through neck



TERRIFIED CUB is roped as he swims about in widening pool of his mother's blood. Cub attempted to arouse the she-bear by nuzzling her and licking her with his tongue.



ALARMED BY NEARBY SHOTS, A MOTHER BEAR PLUNGES INTO WATER WITH CUB (RIGHT) AND FRANTICALLY TRIES TO GET AWAY. SEALERS QUICKLY OVERTAKE THEM

The giant polar bear that inhabits the Arctic Circle is protected from man by his coloring and by the dreadful climate. But sometimes that protection is not enough. Every year sealers go cruising from the coast of northern Norway up to the area around Spitzbergen to hunt the great white bear for his precious \$100 hide.

Recently a Swedish photographer named Lennart Nilsson joined one of these Norwegian bear

hunts. For 30 days the sealer *Harmon* bucked its way through fog, drifting ice and churning seas. Only twice did the sun break through in the whole time. But the *Harmon* came back to Norway with 11 skins and a bear cub.

On these pages Nilsson has recorded the discovery of the hunters' first white bear (upper left) and the tragic sequence which brought death to a mother bear and the capture of her sorrowing baby (below).

Writing of the capture and attempting to explain this seemingly cold-blooded performance, Nilsson said, "A little one alive is worth about \$200, but it is not with pleasure the sealers catch the little ice bears. Economical is it so important for them that they have to. . . ." The reason, of course, is that no zoo, from Stockholm to St. Louis, would be really complete without a few admirable polar bears, some of them cubs torn from their mothers in the Arctic fog.



CUB AND MOTHER are hoisted aboard. The baby bear, about 6 months old, fights furiously but is held in check by ropes while the she-bear's carcass is lifted over the rail



BROKEN-HEARTED CUB, realizing that his mother is dead, embraces her. Little bear remained in this position all day and night, whimpering and refusing proffered food

What a mattress!

It's a *Sealy*



WAKE UP FRESH ON A *Sealy* TUFTLESS INNERSPRING

Doesn't a good night's sleep do wonders for you? You feel fresh, and look fresh, you are fully rested and relaxed when you sleep on a fine Sealy Tuftless Innerspring.

- You don't sink into a hollow; you sleep comfortably on your Sealy, with healthful support your doctor would approve.
- You can turn and move easily, letting tired muscles rest.
- You'll find your Sealy's top as smooth-as-silk with no bumps or buttons to bother you.

Sealy Tuftless Innerspring is guaranteed for 10 years against structural defects. See it... lie on it today. See for yourself why Sealy mattresses have been famous for sleeping comfort since 1881. **\$49⁵⁰** Matching Box Spring, \$49.50



Sealy INC.

666 Lake Shore Drive Chicago 11, Ill.

Hunting the Polar Bear CONTINUED



PRIZE OF HUNT is this huge skin, displayed on sealers' return. Bears are sometimes butchered on floes and skins get preliminary treatment aboard ship.



THE HUNT GOES ON as other sealers move into the Arctic bleak climate, to wait for midsummer sun to break the fog as it has here at half past midnight.

CARLING'S



Happy Day

*Throw the empties away!
No extra to pay!*



Many a happy home could be happier if it weren't for empty bottles. Here in an age of Diesels and DC-6's, people are still asked to rent the bottle when they buy their favorite brew. It's a practice as out of date as hanging an ice card in the window.

Now Carling's has changed *all* of this and for the first time in brewing history offers a throw-away bottle at no extra cost to the consumer. No deposit, no return. Same 12 full ounces.

Like beer? Like ale? Enjoy Carling's!

BREWING CORPORATION OF AMERICA
Cleveland, Ohio



"That's right, lady. There's no deposit and you don't need to bring back the bottles. Just throw them away."

BORN IN CANADA (1840). NOW GOING GREAT IN THE 48 STATES AS A PRODUCT OF U.S.A.

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Roblee

ROYAL SCOTS



Aye, Laddie! Roblee
does g-r-eat things with
the Scotch grain shoe. Plump
pebbly leathers, shaped
with a knowing hand. Stitches
that stay put. Big brawny soles.
See these rugged Royal Scots and
other smart Roblees at your dealer's now
Roblee Division, Brown Shoe Company, St. Louis.
Roblee Shoes are priced

8⁹⁵ to 12⁹⁵

Some Styles Higher



PORTRAIT OF ISAAC HULL WAS PAINTED BY GILBERT STUART IN THE YEAR 1807

OLD IRONSIDES HERO

Ship's anniversary brings recognition to Captain Isaac Hull

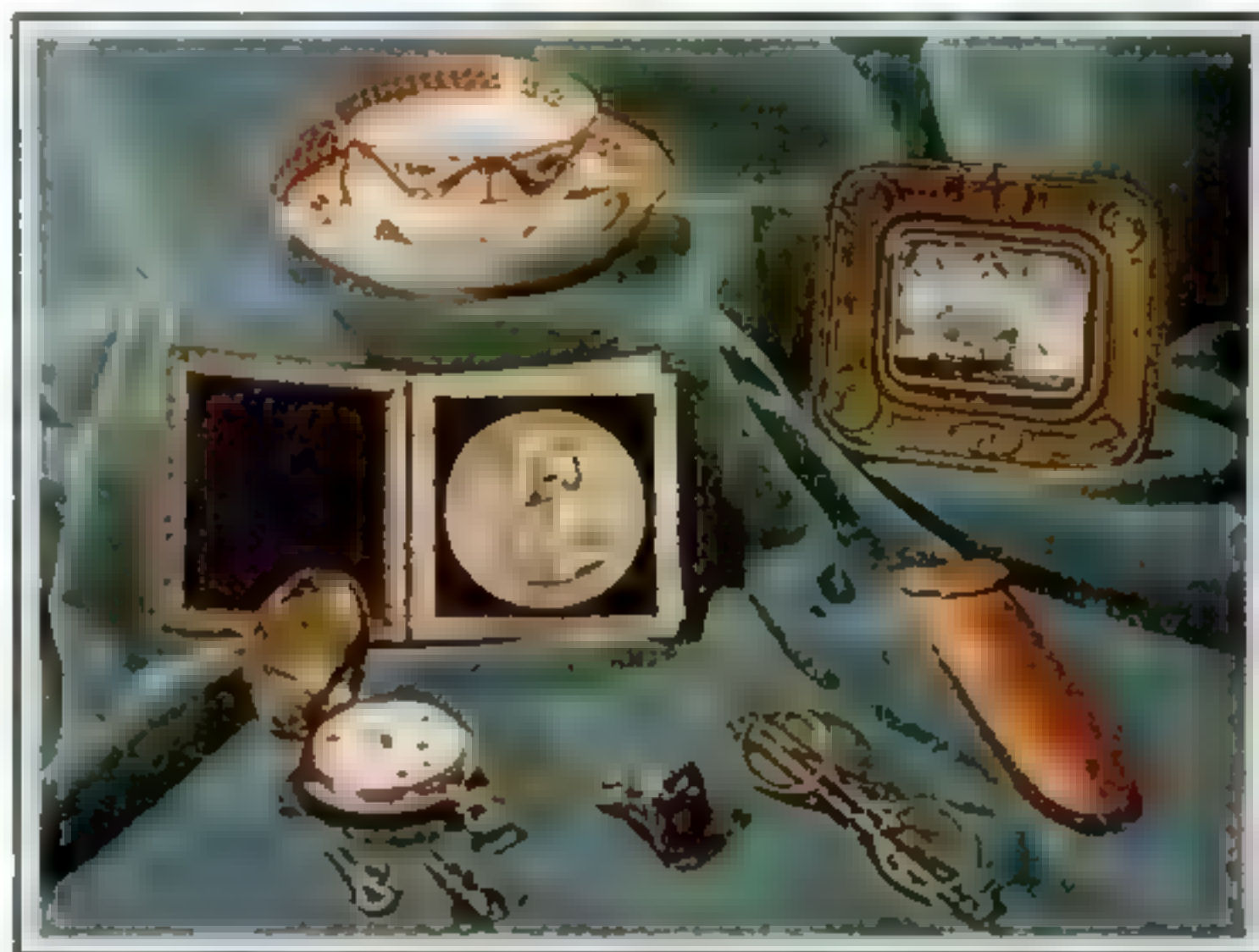
While the U.S.S. *Constitution*—glorious *Old Ironsides*—is the most celebrated ship in U.S. history, few people have heard of her modest but brilliant captain, Isaac Hull. Last week when the 150th anniversary of *Old Ironsides'* launching on Oct. 21, 1797 was celebrated, Captain Hull came in for

some long-delayed recognition. His first full biography, *Isaac Hull: Captain of Old Ironsides*, by Bruce Grant (Pellegrini and Cudahy, \$5) was published on the anniversary date. Born on a Connecticut farm in 1773, Hull was a cabin boy at 14, a ship captain at 19 and helped defeat the Barbary

pirates who were demanding tribute from U.S. ships off the coast of Africa. Early in the War of 1812 he commanded the *Constitution*, set sail from Boston without orders and made his attack on a British frigate, *Guerrrière* (below). For Captain Hull's own analysis of his triumph, turn the page.



HULL'S VICTORY, from a French lithograph, depicts his U.S. ship, the *Constitution*, firing broadsides at the British frigate, *Guerrrière*, and setting her deck ablaze.



HULL'S MEMENTOS include his Congressional Medal, a watch with its two keys, spectacles and case, seal, his cup marked with "H" and a painting of his sea victory.

When the recipe
calls for the best
in gin...

DIXIE BELLE

*Gin distilled from finest
imported fruits, herbs, berries...*

*Gin that gives your drinks the
peak of enticing flavor
and smoothness.*



THE RHODODENDRON
STATE FLOWER OF
WEST VIRGINIA AND WASHINGTON

A Favorite in GIN

90 PROOF • DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILADELPHIA, PA.

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OLD IRONSIDES HERO CONTINUED

THE CONSTITUTION

1) The Constitution, running before the wind with all sail set, sees the Guerrière on a wind, under her top sails, standing to the E. & W.

The Constitution hauls to, shortens sail & prepares for action.

2) The Constitution commences bearing down upon the Guerrière, who is lying with her main topsail aback, & occasionally wearing jibing as in the diagram. The Guerrière commences firing on the Constitution at a distance being about two miles distant.

3) The Constitution still pressing down upon the Guerrière, and receiving her fire as she wears.

4) The Constitution alongside the Guerrière, first opens her fire and shoots away her mizen mast.

5) The Constitution alongside the Guerrière & to windward, close fighting.

6) The Constitution, in endeavouring to lay her aboard on the larboard bow, shoots ahead & crosses her bow immediately after her fore & main masts fall by the board.

1 The Guerrière, under double reefs, standing on a wind to the S. & W.
2 Commences firing on the Constitution, then wears & lays with her m. topsail aback. 3 Fires, & again wears (as short round as possible). 4 Bears up before the wind, to make a running fight. 5 Along side the Const.—loses her mizen mast. 6 Constitution attempts to lay her aboard on the Id. bow but shoots ahead & crosses her bow—immediately after her fore & main masts fall.

THE GUERRIERE

HULL'S OWN DIAGRAM and battle notes show *Constitution* at right, *Guerrière* at left. Arrow indicates direction of wind blowing from northwest.

HULL TELLS HOW HE WON FAMOUS BATTLE

Acclaimed the nation's hero after his defeat of the *Guerrière*, Captain Hull was later subjected to carping critical attack. Some rocking-chair strategists even said that Hull had not fully pressed his advantage over the *Guerrière*'s Captain Dares (left) because they had been friends in England. They charged that Hull could have closed more quickly from the starboard instead of the port side. Hull answered his critics by pointing out that "as the wind was directly aft, one was as much the weather side as the other." To make his point clear Hull drew the diagram above and dictated the annotations on it to his secretary. The Hull diagram shows how the *Constitution*, running before the wind, bore down on the *Guerrière*, then, canily waiting until both ships were abreast, fired her fatal broadsides.



SURRENDER of Captain Dares is received by Hull aboard *Old Ironsides*.

CONTINUED ON NEXT PAGE

Of America's Leading Cigarettes

one is

OUTSTANDING



It is the only cigarette that is so outwardly soft and smooth, and so inwardly strong and rich in flavor, and the only cigarette that has the most perfect balance of taste and strength, and the only cigarette that has the most perfect balance of taste and strength.

-and they are
mild!

Package of Smiles!

Removes surface
stains from the
teeth—even
tobacco stains!
... sweetens
your breath
too!

Dr. West's
Miracle
Tooth Paste

50¢



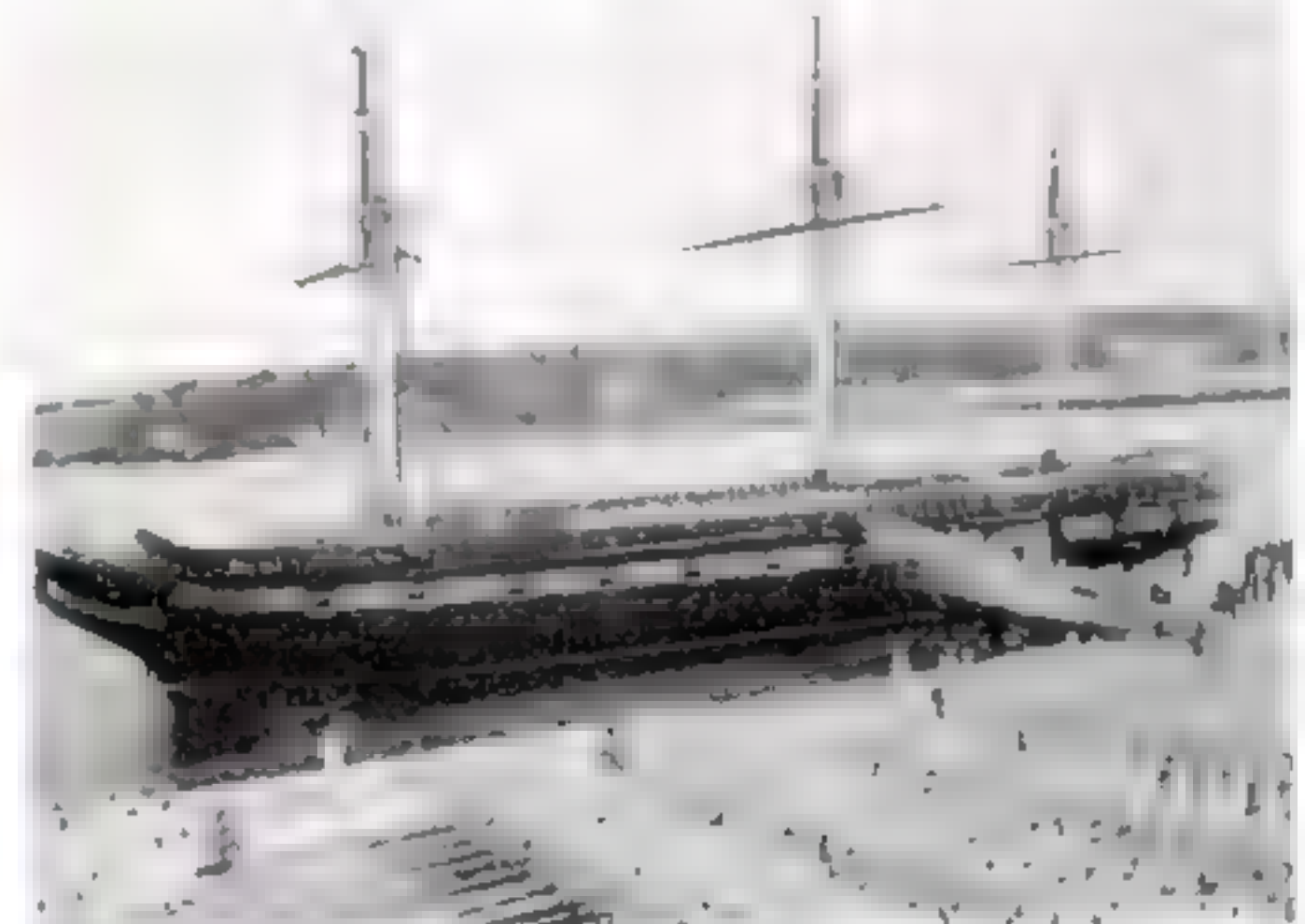
OLD IRONSIDES HERO CONTINUED

HER SISTER SHIP MAY GO FOR SCRAP

In 1830 Oliver Wendell Holmes's stirring poem, *Old Ironsides*, saved the *Constitution* from the junkyard. Today her sister ship, the *Constellation* (below), launched earlier in 1797, faces being scrapped for lack of funds. The Navy's oldest ship, she fought in the undeclared sea war against France in 1799, against the Barbary pirates and in the Civil War.



"CONSTELLATION'S" FAMOUS FIGHT took place in 1799. She captured the 44-gun French raider *L'Esperance* (right) after a fierce battle.



AS TRAINING SHIP, *Constellation* served at Newport, R.I. and U.S. Naval Academy. During World War II Admiral King made her his auxiliary flagship.



SIDE BY SIDE, *Constitution* and *Constellation* are now at the South Boston Navy Yard. "Superstructure" of the *Constellation* (right) has been dismantled.

we'll
cinch it
for
you

we'll pull in your waist, trim
your ribs, round your hips, put you
right in line for all your new clothes
...and while all this is going on
you can be going around free
as a bird, happy as a holiday,
blithe as a butterfly and all that sort
of thing. You'll be bending, walking,
running, dancing, even sitting just as
comfortably as you please, all because of
this marvelous Jantzen step-in with its special
Jantzen lithe-boning...bones as light
and supple as your skin, knitted into a top
like a Paris corselet. Only Jantzen has it!
It's in light-as-air elastic yarn fabric
8.50...panty-girdle with this top 10.00
Other Jantzens 5.00 to 12.50 at most stores.

Jantzen®

girdles
and panty-girdles
by the makers of
Jantzen swim suits

JANTZEN FOUNDATIONS
EMPIRE STATE BUILDING
NEW YORK

PROPOSITION SOUNDS OKAY. CLOSE THE DEAL.

LEAVING ON PRESSING BUSINESS=

J.K.



On business or pleasure trips, you can always

"keep in touch" quickly, simply—by telegram.

WHETHER you're away on business or pleasure—or en route by bus, plane, auto or train—Western Union facilities are always close by.

Use this fast, sure, easy way to keep in touch with those at home or in your office. And whenever you want hotel, ticket or any other

accommodations, use Western Union to wire ahead and to get confirmation.

At home or away, a telegram is equally easy to send. Drop into your near-by Western Union office or call Western Union from home or from any phone booth. Telegrams from home can be charged to your phone . . . from phone booths can be paid for through regular coin slots. Use Western Union for every "keep-in-touch" purpose.

Push-button telegraphy—a new era of faster, finer Western Union service! Instead of typing telegrams, Western Union switching clerks merely push buttons to speed messages on to their destinations. Another dramatic development in ultra modern high-speed communications!

"Isn't there someone who would like to hear from you today?"



**WESTERN UNION
TELEGRAM**

RB24 PD=

MA CALDERWOOD=

1506 OVERING ST NEW YORK NY=



LI LI HUA IS A CHINESE MOVIE STAR WHO IS DRESSED, MADE UP AND COIFFURED WITH AS MUCH CARE AND ATTENTION AS ANY HOLLYWOOD STAR EVER RECEIVES

CHINESE MOVIE

Comedy about an amorous barber is breaking records in Shanghai

The smiling beauty in the picture above—Miss Li Li Hua, Chinese film actress and leading lady of a new movie called *The Barber Takes a Wife*. Partly because of Miss Li Li Hua's following and partly because it is a good comedy, *The Barber* is now smashing Shanghai box office record, and may end up the biggest movie hit ever shown in China.

The Barber Takes a Wife is a romantic comedy with a plot like a Hollywood B picture. Miss Li Li Hua plays a young girl who adventures in a news-

paper for a husband, saying she is rich. Mr. Shieh Hui plays the barber who answers her ad, saying he is also rich. Each learns that the other is lying and they quarrel, but love conquers all in Chinese movies, too. At first Shanghai barbers objected to the film, claiming their profession was libeled by the hero, who took his lady customers and attempted snuff out with a razor (p. 26). A few changes mollified them, however, and now *The Barber* has a sure-fire audience: 30,000 barbers in Shanghai alone.

Rolls up for
easy carrying!
...or packing!

Alligator
Waterproof
GOLF
JACKET

Why no other raincoat
can give you all these
Alligator WATERPROOF
values!

Keeps you absolutely dry in any rain—because Alligator Waterproof alone, is treated by this exclusive waterproofing process that fills every fibre of the cloth!—doesn't just surface-coat it! Pliable, crushable, rollable, packable without sticking or cracking! Full, smart drape! Wear it over suit or outercoat! A coat that costs so little, means so much in health and clothes protection!

Light as a Feather
for All Kinds of Weather!

BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear

because . . . IT'S SURE TO RAIN!

The Alligator Company, St. Louis, New York, Los Angeles

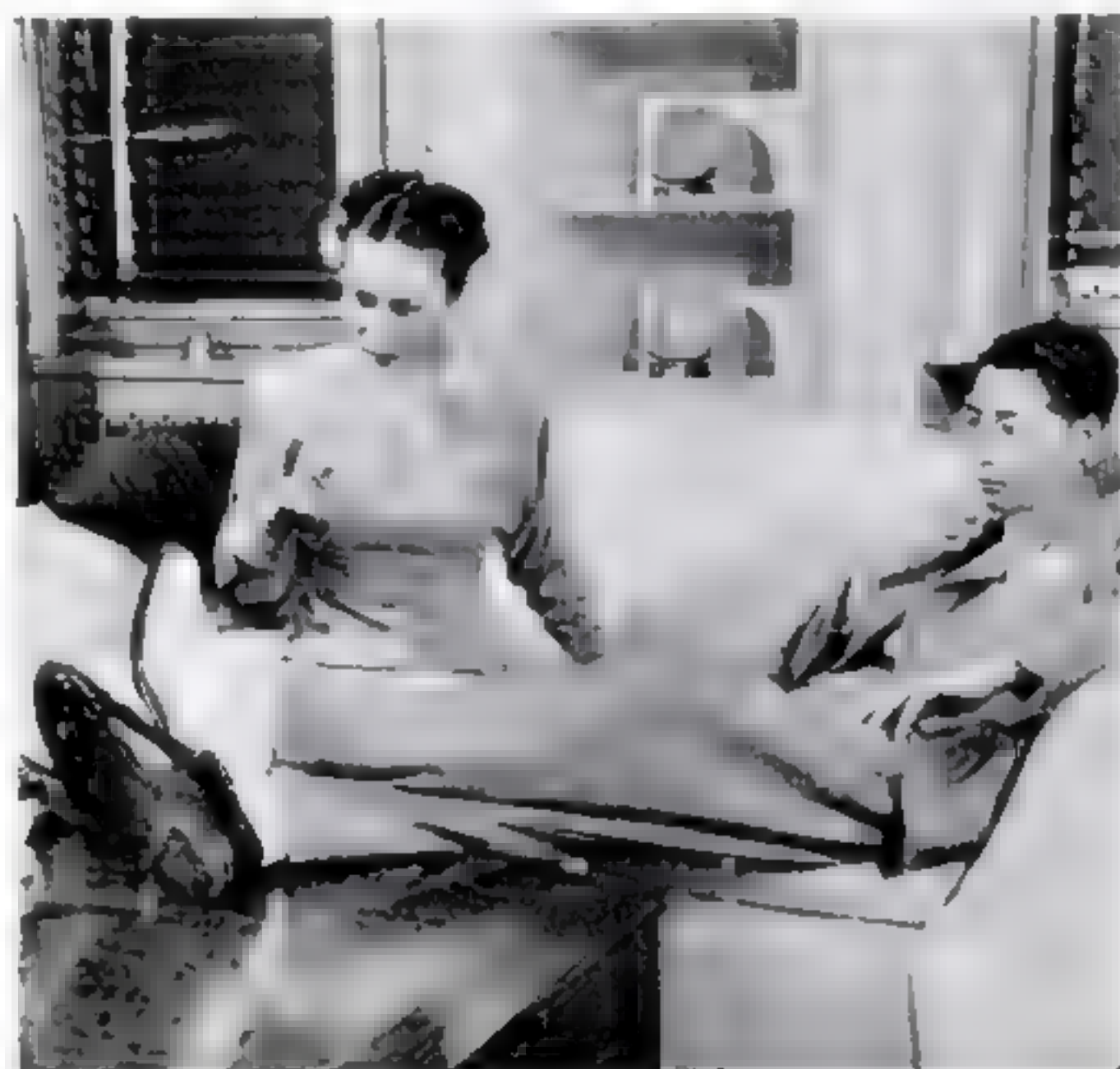
Bright Idea!

Buy 2 Alligator
Waterproofs
Keep one at home
—one at the office!
You're always prepared for unexpected showers!

Chinese Movie CONTINUED



BARBER IS URGED to answer a marriage advertisement from a rich girl. His adviser is a wealthy customer who would answer himself except that he is married. The two conspirators agree to split profits right after the wedding.



COURTING BEGINS the same day when the barber pays a call on the girl. He wears dressy clothes lent him by his customer but forgets to change his white barber's shoe, explains its presence by saying that he has athlete's foot.



HIS PROPOSAL REFUSED by the coquettish girl, the barber pretends to slash his own throat with a razor.



SELF-STRANGULATION with the replaced the scene at left when Shanghai barbers objected to use of a razor.

CONTINUED ON NEXT PAGE

HOME HOURS ARE HAPPY HOURS

WITH THIS WONDERFUL

WESTINGHOUSE

radio-phonograph...



Gather your family around you . . . ease into your favorite chair . . . and listen to the full rich tones of your new Westinghouse 166 . . . then you'll know how happy home hours can be!

In your 166 you have Plenti-power, the extra power which brings you true-to-life performance . . . Rainbow Tone FM, the quietest, most sensitive FM ever designed for home use . . . the amazing Electronic Feather tone arm that does away with needle scratch without sacrificing the high musical tones that give music its life and color . . . the new Automix Record Changer which plays 10 and 12 inch records inter-mixed . . . all these wonderful features built into an exquisite bow front cabinet of fine mahogany veneers.

The 166 is one of your proudest possessions and will be for many years.

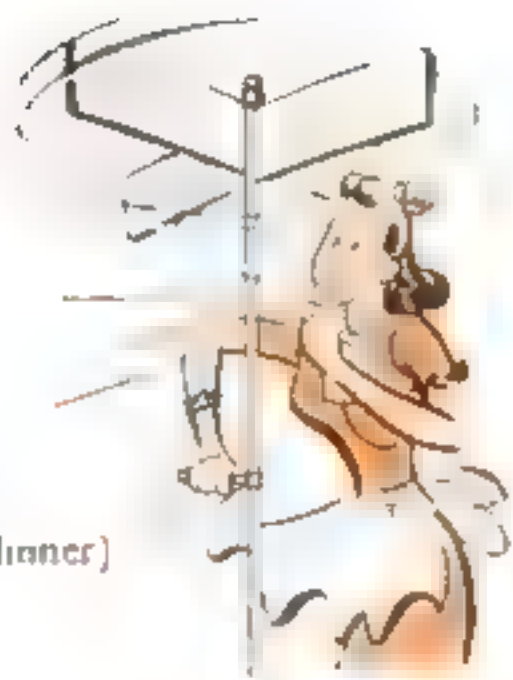
Tune in Ted Malone Monday through Friday 11:45 A.M., E.S.T., A.B.C.

listen...and you'll buy Westinghouse

HOME RADIO DIVISION, WESTINGHOUSE ELECTRIC CORPORATION, SUNBURY, PA.

No more "traffic jams"
at the oven door

(No more last-minute hurry-flurry
...even when company's coming to dinner)



Now there's room for the
while you bake the

(Just like having a two-oven range. The Estate
Bar-B-Kewer—a separate meat oven—broils
whole roasts, hams, chickens, turkeys. And with
radiant, charcoal-type heat that means juicier,
more delicious roasts. Leave even time
to bake cakes, pies, biscuits at the same time



Only the **ESTATE** Range has the
amazing **BAR-B-KEWER**



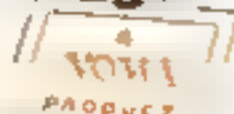
You've waited so long, so patiently, for that new range.
Don't be satisfied with less than a beautiful, modern Estate
—with the wonderful Bar-B-Kewer. It's the dream range
that's even better than your dreams—the finest Estate
range in over 100 years of making only the finest. See the
new Estate Ranges at your dealer's. See their breath-
taking beauty. See all of their "make-life-easier" features.*

*Bar-B Kewer • Full-size heavily insu-
lated Balanced Heat Oven with Single-
Dial Therm-Estate Oven Heat Control
• TimeEstate Control for completely
automatic operation • Light in oven •
Window in oven door • Fluorescent
top light • Minute Minder • Con-
venience outlets • Large utility drawers.

ESTATE

Gas & Electric Ranges

Models for City Gas
and Bottled Gas



ESTATE Heatrola Division, Nema Electric Corporation, Hamilton, Ohio

Chinese Movie CONTINUED



COURTSHIP CONTINUES when the barber takes the girl to a swanky res-
taurant. In a forgetful moment he whips the napkin around her neck as if she
were a customer. Then he proposes again, is accepted and gives her a large ring.



RING IS RETURNED when the girl finds out it is made of glass. The bar-
ber, slicked up in rented morning clothes and ready to be married at once, is
crushed. Later on he learns by accident that the girl is just as poor as he is.



ANOTHER SUITOR, ancient but this time authentically wealthy, also pro-
poses and anxiously proffers a box of money to seal the bargain. The ending is
pure Dorothy Dix: the oldster's gold is virtuously refused and Hua gets Hui.



...more **VITAMIN C** than
4 ounces of Tomato Juice



... more **FOOD-ENERGY**
than 2 dishes of Ice Cream

more **PROTEIN**
than 3 Eggs ...



more **VITAMIN B₁** than
3 servings of Oatmeal...



... more **CALCIUM** and **PHOSPHORUS** than
2½ servings of American Cheese



... more **VITAMIN D** than
10 ounces of Butter

more **NIACIN** than
6 slices of Enriched Bread...



more **VITAMIN A**
than 2 servings of Peas...



... more **IRON** than
3 servings of Spinach



... more **VITAMIN G** than
1 pound of Sirloin Steak

**READ WHAT YOU GET
IN
2 GLASSES OF
OVALTINE**

It's Easy to Get ALL YOUR VITAMINS IN FOOD! this Newer Way—for Better Results!

As you know, authorities agree that most people should get extra vitamins as a safeguard to good health. And authorities also agree, beyond question, that the best way to get vitamins would be in your everyday food. But that's hard to do:—

Because everyday foods vary considerably from day to day in vitamin and mineral values. And, besides, they lose a lot of their vitamins in shipping, storing and cooking.

That's why so many people are supplementing their meals with Ovaltine. *Ovaltine is standardized.* Its content is scientifically controlled. It never varies. Each spoonful supplies the same generous amounts of vitamins and minerals. You know exactly what you're getting. It's a supple-

mentary food that makes up deficiencies in ordinary foods.

So you don't have to worry about variations or losses. You *know* that a serving of Ovaltine in a glass of average milk *always* gives you the same substantial quantities of Vitamins A, B₁, C, D, G and Niacin—and Calcium, Phosphorus and Iron. And you can be *sure* that 2 glasses of Ovaltine daily and just normal meals will give you *all* the vitamins and minerals any normal person can use. And when you drink Ovaltine you get these vitamins and minerals the preferred way—in food.

You'll find, too, that Ovaltine has a very agreeable taste—a taste that grows on you. So for bet-

ter results, why don't you start drinking Ovaltine at meals, just as you would tea or coffee? Or, if you prefer, between meals or at bedtime. Then, if you're a normal person, you'll know, as far as you are concerned, you've solved the vitamin problem.

FAR MORE THAN VITAMINS... Ovaltine also contains virtually every other precious food element needed for buoyant health and vitality, including the elements that vitamins must have to function properly. That's why Ovaltine is so widely recognized as the ideal supplementary food-drink.

THREE GREAT NEW

**Out of this world
---into your heart!**

This you know for certain . . .

These stunning new '48 cars couldn't be anything but Packards . . . the very finest cars ever to bear the Packard name!

Everything about them is *new*—from their advanced Free-flow styling to their newly-engineered, high-performance, straight-eight power plants!

Don't let anything keep you from going to see these exciting



NEW PACKARD EIGHT

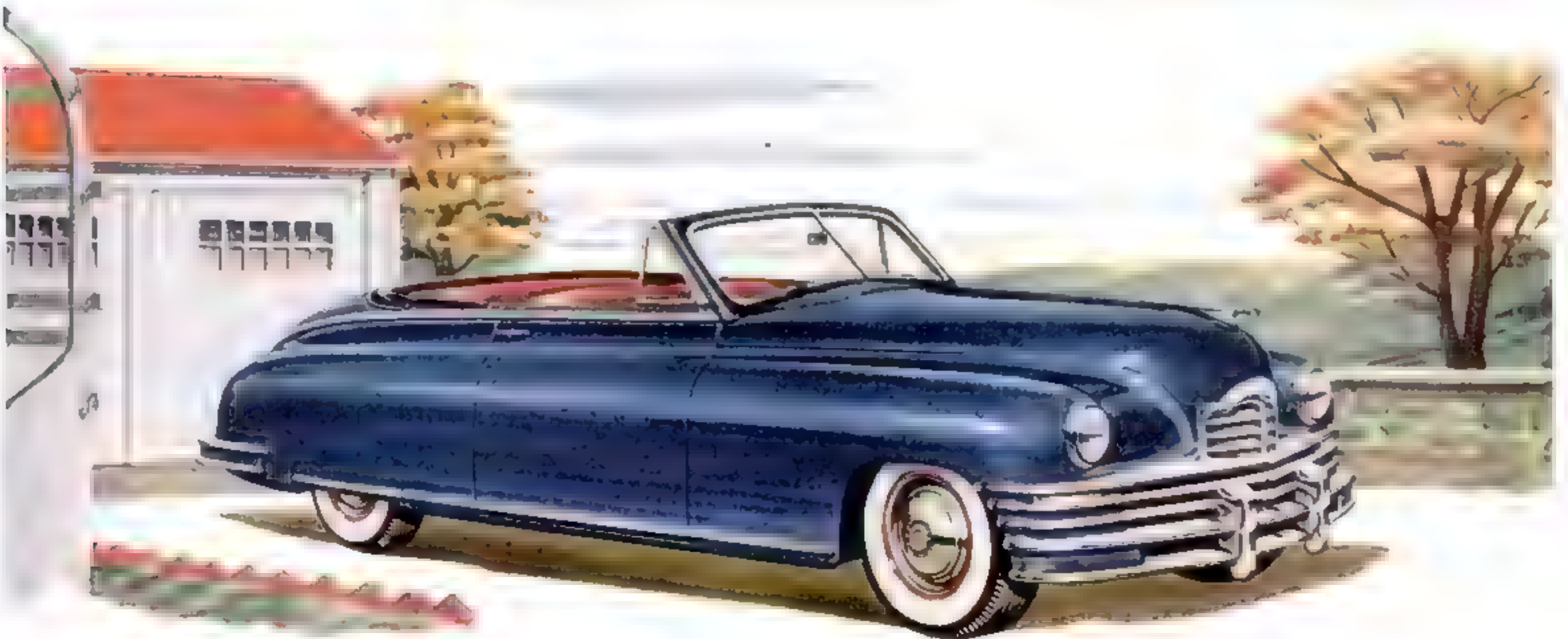
Illustrated: The DeLuxe Club Sedan

Here's beauty that makes your heart skip a beat! It's Packard Free-flow styling—newer than tomorrow!

Inside, you'll discover rich and roomy interiors—with new Comfort-aire ventilation . . . and the new Console-Key instrument panel with push button

switches and "black-lighted" Flu-Glo dials.

The smart-about-town Packard DeLuxe Club Sedan, shown here, is one of five body types in the new Packard Eight and DeLuxe Eight series, all powered by the new 130-horsepower Packard Eight engine.



NEW PACKARD SUPER EIGHT

Illustrated: The Convertible

Meet America's most thrilling performance cars!

Beneath their proud bonnets is power that makes distance disappear—the sensational new 145-horsepower Packard Super Eight engine.

In this sleek Convertible—one of seven new Super Eight body styles—new conveniences include push-button control of the front-seat adjustment, the sleek new RoboTop, and of *all four* windows.

PACKARD EIGHTS FOR '48!

new cars—the Packard Eight, *Super Eight*, *Custom Eight*—at your Packard dealer's.

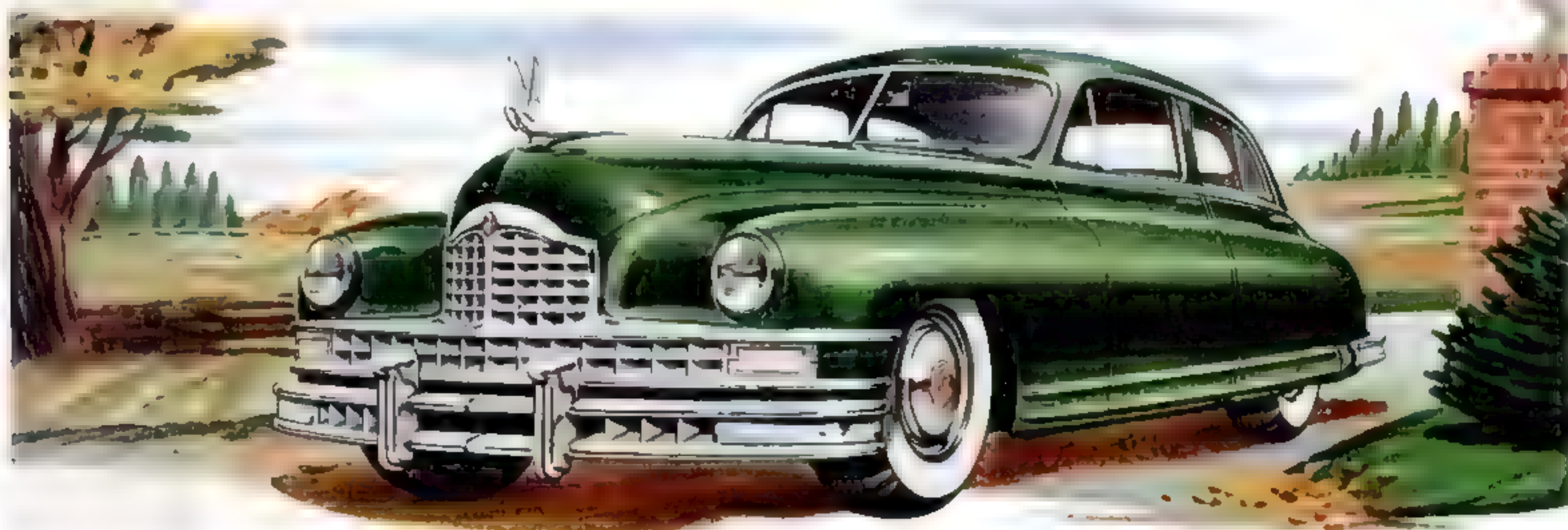
You'll find yourself saying they're "out of this world" . . . with beauty that steals right into your heart!

And don't be surprised when you find yourself placing your order and saying: "I'm going to *be* the man who owns one!"

ASK THE MAN WHO OWNS ONE

New "Free-flow" styling!

New straight-8 engines!



NEW PACKARD CUSTOM EIGHT

Illustrated: The Touring Sedan

This magnificent new Packard enjoys an identity all its own . . . an identity so distinctive that no name or series insignia has been affixed to its proud exterior.

To the fine car field, it brings a brilliance of styling and luxurious comfort that proclaim it as the finest

expression of Packard custom coachwork. And the new 160-horsepower Packard Custom Eight engine is postwar power at its precision-built best!

The Packard Custom Eight series includes five distinguished new body creations.



Extra Power for "Safety-sprint" acceleration

You'll rarely call upon the full reserve of these new power-packed straight-eight engines . . . but when you do—*something happens!*

A nudge on the throttle and you feel the pull of Packard "Safety-

sprint" acceleration—that breezes you around other cars, and fast trucks and busses, with a more-than-ample safety margin!

You'll revel, too, in the *smoothness* of these new Packard eights!

The new Packard Eight Station Sedan, above, is a new kind of car . . . combining sedan comfort with station wagon utility. Roomy accommodations for six passengers.

Here's the enduring safety and quietness of steel—handsomely finished in fine-grained hardwoods. Rear seat folds forward, tail-gate lowers, to provide a level loading platform nearly eight feet long.

*"I prefer the New
Mint Cocktail Gum"*

says **LANA TURNER**

Star of Metro-Goldwyn-Mayer's Hit
"GREEN DOLPHIN STREET"

It's all her favorite mint flavors blended together!
Miss Turner first tried MINT COCKTAIL Gum about six months
ago. Ever since then it's been her favorite. That's because
this new MINT COCKTAIL has so much more pep!

Compliments go to the Warrens staff of master craftsmen.
After two full years of laboratory experiments, they dis-
covered that, by combining in one secret formula the mint
flavors that were already popular favorites, they could pro-
duce a new, different, more stimulating
level—a cocktail brand!

And so it is called, Warrens MINT
COCKTAIL Chewing Gum! Buy a pack to-
day. Just ask for MINT COCKTAIL—and see
if you don't agree with Lana Turner.



STARS LIKE LANA TURNER chew MINT COCKTAIL between "takes", because it has a
bright wake-up flavor that keeps them peppy and on their toes. And Producer Carey
Wilson, Director Victor Saville, and many, many others feel the same way as Lana Turner
... that Warrens MINT COCKTAIL Chewing Gum is an important new taste discovery!



The NEW...the BREATHTAKING
...the ONE and ONLY

Mint Cocktail Gum

The NEW LOOK for \$100



SHOPPING TRIP PROVES IT CAN BE DONE

The major change in feminine fashions this summer and fall posed two burning questions for the readily combustible American woman: 1) Would the New Look win general acceptance? 2) What would it do to her clothes budget? The first question has been answered affirmatively (LIFE, Sept. 22). Last week LIFE sought an answer to the second.

It took Catherine Fuller, 21, who had just turned to modeling to help finance her education as a budding sculptor, on a New York shopping trip to buy a New Look wardrobe that would cost no more than \$100. Catherine and the wardrobe are shown above.

Fast mass production copying of last month's custom models enabled her to obtain a circle-skirted suit currently being worn by half a dozen young editors of fashion magazines, a Gibson Girl blouse, ballerina evening dress, coat, black velvet beret, pair of new dark stockings, shoes, gloves, bag, jewelry and some black ribbon for general utility purposes (pp. 84, 86). Further, Catherine's new wardrobe was planned so that some items of her old wardrobe, notably sweaters, scarves and suit jackets, would blend into it without detracting from its new look. And the cost, as the itemized list at right shows, was 3¢ under \$100.

| | |
|--------------------------|-------|
| SUIT, ALTMAN'S | 33.00 |
| BLOUSE, MACY'S | 3.98 |
| EVENING DRESS, OHRBACH'S | 10.95 |
| TOP COAT, OHRBACH'S | 33.95 |
| BERET, MACY'S | 3.95 |
| PUMPS, OHRBACH'S | 4.99 |
| GLOVES, OHRBACH'S | .59 |
| BAG, OHRBACH'S | 4.97 |
| PEARLS, WOOLWORTH'S | 1.20 |
| EARRINGS, OHRBACH'S | .95 |
| RIBBON, WOOLWORTH'S | .15 |
| HOSE, OHRBACH'S | .09 |
| TOTAL 99.97 | |

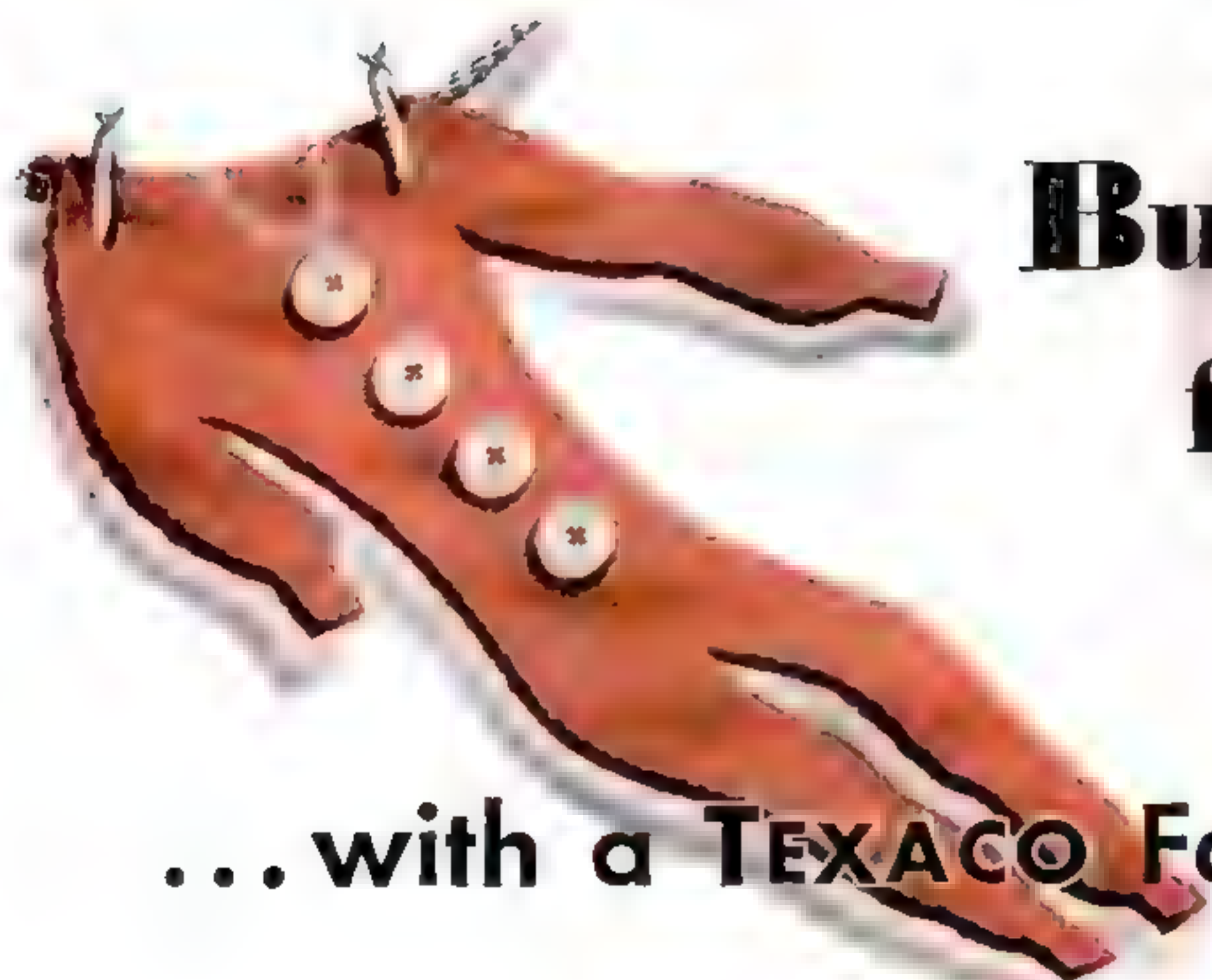


GIBSON GIRL BLOUSE which, with her new suit skirt, provides Catherine with the season's widely

accepted blouse-and-skirt combination, is of blue striped cotton and has full leg-of-mutton sleeves. It

goes well with the gray skirt, around the waist of which she twists two yards of black grosgrain ribbon.

CONTINUED ON PAGE 85



Button up for Winter

... with a **TEXACO** Fall Check-up!



Button up



FOR COMFORT... Enjoy that cushiony feeling as you drive. Get long-lasting chassis lubrication with Marfak, the tough "stick-to-it" lubricant. Applied by chart, never by chance.

Button up



FOR POWER... Keep your engine "right on the button." Change now to New and Improved Havoline, the *modern* motor oil. It gives you quick starts and livelier power because it **CLEANS** as it lubricates.

Button up



FOR SAFETY... Your Texaco Dealer will give your car a thorough inspection... and the services it needs to protect it against winter. He'll provide anti-freeze protection... and gladly check your battery, spark plugs, and tires. You'll get a real "buttoned-up" job. Drive in today.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES



TUNE IN . . . Texaco Star Theater presents the Tony Martin show every Sunday night. See newspaper for time and station.



G is for GIRAFFE

My dizzying height
Is sometimes a blight,
As every kind monkey perceives.
They know I hate stooping,
So when they're galooping—
They swoop up and bring me
some Leaves.

C is for CAT

The pictures in this book
Are worth a second look.

"Luscious Fish"—

I always adore 'em
My friends gathered 'round
Are also spellbound

As I tell 'em what's good
and good for 'em.



Tender green leaves are as
tasty to a giraffe as fish is to a cat.
A simple illustration of a very
simple fact: Many animals
have individual—and rather
pointed—taste preferences.

Most cats, of course, prefer fish—
which is sensible. For whole fish, the
scientists say, contains superior
protein for a cat's proper
growth and maintenance.

So naturally, since Puss 'n
Boots Cat Food is especially
designed to meet a cat's particular
nutritive needs, it's 85% fresh-
caught whole fish... not merely
parts of fish or fish by-products. The
valuable protein, the vitamin-rich

oils and the minerals fish are known
to abound in are all there.

Carefully selected cereals, and
other elements, thoroughly ground-
up and cooked in the can with the
whole fish, make Puss 'n Boots
a balanced, all-purpose diet—
one a cat loves and thrives on.

Endorsed by thousands of
owners, breeders and veterinarians,
Puss 'n Boots is ready-to-feed,
convenient, economical. It's
America's leading cat food.

If your grocer hasn't enough Puss 'n Boots,
please be patient. More is on the way every day.

Puss'n Boots



C is for Cat... and so is Puss 'n Boots

© 1947, Coast Fishing Co., Wilmington, Calif.



SKIRT of "banker's gray" flannel by Toni Owen has a circle skirt that is 220 inches around hem. Its jacket has the new small shoulders and spindle waist.



EVENING DRESS of black moire has portrait neckline and an underskirt for new fullness. Ribbon tied around pumps gives them the new evening look.

CONTINUED ON PAGE 88



"UNARMED HEROES CANNOT WIN THE BATTLE AGAINST FIRE"

Dwight D. Eisenhower

"Citizen, community and nation must join to help defeat the menace of fire . . . It is a mighty effort involving all our citizens, requiring the expenditure of immense sums of money and covering every area of our social and economic life . . . fire, all men realize, must be controlled if the economic structure we have built is to be free from the threat of recurrent destruction."

DWIGHT D. EISENHOWER

We face an enemy, as real, as powerful and as destructive as our enemy in World War II. It threatens the lives of our people. It must be dealt with—as we dealt with war.

What of the army of firemen who are called to action more than a million times a year? What if they could be trained and schooled and equipped with the thoroughness of an armed force in war?

Isn't it time for you, the American community to face the fact that heroism alone can never win this war against fire?

Consider these appalling facts: 1. Much fire-fighting equipment is dangerously out of date. 2. Inspection for fire hazards is unknown in countless communities. 3. Out of 800,000 firemen, only 30,000 are enrolled in systematic class instruction, outside of large city departments.

Where does the responsibility for corrective action lie? First—with state and local officials charged with the big-scale job of fire safety. Second—with every individual whose life and property are under constant threat of danger.

The President of the United States has officially recognized the need for action. He has marshalled the nation's fire experts in an all-out war on this menace to national safety. It is a battle that will only be won as you demand and enforce local action.

TAKE THIS ACTION NOW! Interested public officials and citizens are invited to write for a copy of "The Report on Fire Fighting Services." Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

It is the clear responsibility of every state and local official, and every citizen, to aggressively support this national war against the growing menace of fire."

Harry Truman

NEW ERA

SHIRTS

GO

EVERYWHERE

IN

TOP STYLE

Particularly these

KINGSTON JACQUARDS

Combination unparalleled
... shirts that combine style
and comfort! They're
Kingston Jacquard shirts
by New Era. The white on
white (or vat-dyed colors)
fabric once found only in
the finest imports... now
yours in washable,
sanforized* rayons that
you'll wear day in, day out,
in perfect style and
comfort. About \$8.00.

*Residual shrinkage not more than 1%

For Every Wear *New Era* Shirts

NEW ERA SHIRT CO. • St. Louis 1, Mo. • Makers of Fine Shirts for over 60 years



NEW LOOK FOR \$100 CONTINUED



RED WOOL COAT for day or evening has new chin-hugging tulip collar. Short and trim, it looks well over skirts of all widths, is interlined for warmth.



M. CAREY THOMAS was president of Bryn Mawr for 28 years. During her rule Bryn Mawr set up the first graduate school for women. She retired in 1922, died in 1935 at the age of 78.



MARY WOOLLEY was president of Mount Holyoke for 37 years, retired in 1937. Indignant because a man succeeded her, she never again set foot in the college. She died last month.

COLLEGE PRESIDENTS CONTINUED

"I was determined to go to college all the same." Determined was hardly a strong enough word. Miss Thomas dropped her first name to be more masculine and went to Cornell, where she was known as M. Carey Thomas. She forced her way into Johns Hopkins University, where she studied for a year. But she was not allowed to attend classes and left to go to Leipzig University in Germany. There, because she was a woman, she could not get a degree. She got her Ph. D. at Zürich University in Switzerland and came back to America. About that time a girl named Mary Woolley begged her way into the men's classes at Brown University, and another named Virginia Gildersleeve became a student at Barnard College.

These three women became the first great generation of women's college heads. Miss Thomas helped found Bryn Mawr in 1885 and became its president nine years later. Miss Gildersleeve made Barnard internationally famous. Miss Woolley built Mount Holyoke, which was barely out of its seminary status, into a first-class women's college. Perhaps more than any others these three women were responsible for the respect accorded women's colleges today.

The present heads of Vassar, Barnard, Wellesley and Bryn Mawr are the heirs of the hard work their predecessors did. Each is surprisingly representative of the college she controls. Vassar College, for example, is easy-going, friendly and almost self-consciously democratic. Educationally it sticks pretty much to the middle of the road. Its president, Sarah Gibson Blanding (page 91), is as relaxed and informal as any Vassar girl. When she became Vassar's president last year, she stepped into a tough job which for 31 years had been brilliantly administered by a man, Henry Noble MacCracken. Miss Blanding, who had worked her way through a Southern college by teaching physical education and raising tobacco, was practically unknown in the eastern women's colleges. She did not even have her Ph.D., and most of the faculty had never heard of her. But somehow a few months after her inauguration, everyone became aware that Vassar was running very smoothly. Vassar girls find her disarmingly approachable. Last spring one girl came on a group of five Harvard men standing outside the Soap Palace (a bulge on the main hall) and looking lost. She asked if she could help them, and they said, "Sure. We want to meet your president. We never see ours, so we might as well see yours." The girl took them to the President's House, and Miss Blanding fed them chicken salad in the kitchen.

No one at Vassar can figure out how Miss Blanding finds the time to be informal. She serves on the Presidential Commission on Higher Education and the New York State University Commission. She also makes a lot of speeches, which she dictates to her secretary while driving to and from trains. As she herself happily remarks, she seems to "have made the transition from the college professor who has no time to write a book to the college president who has no time to read one."

Though Vassar picked a comparative stranger for its new president, Barnard this week is inaugurating a dean who is a familiar figure in the eastern women's colleges. She is Milcent Carey McIntosh, a niece of M. Carey Thomas and a trustee of Bryn Mawr. Like Miss Thomas, Mrs. McIntosh studied at Johns Hopkins, went

CONTINUED ON NEXT PAGE



give him
a pound and a quarter
of sheer affection...

Affectionate indeed is this Stafford® Challis Robe...warm, light and handsome...weighing less than a pound and a quarter. He can cram it into a drawer, or traveling bag... and shake it out. Not a sign of a crease! The specially woven Stafford worsted springs right back into shape...every time. Patterned with authority, printed with artistry, tailored with integrity. A Stafford Challis Robe sets a new standard in value...makes it the one robe he will wear for years and years.



STAFFORDWEAR, INC., 3 E. 40th St., New York 16, N. Y., 608 South Hill Street, Los Angeles, Cal.
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EXYLIN
fashion's pure plastic material


On stealing the show!

Far from modest, waterproof raincoats of EXYLIN are *rain* coats—in the wide open spaces or the smartest city situations. Fashion's pure plastic material ignores fickle weather—with more glamour and service than all get out.

Look for the name EXYLIN on the product at leading department stores and specialty shops

McCOY, JONES & COMPANY, INC. • CHICAGO 54, ILLINOIS

Distinguished for Beauty Famous for Accuracy



From left to right: \$47.50, \$60.00, \$52.50 In Gold Filled, 17 jewels
Federal Tax Included. Also available in 14 Kt. Gold

GIRARD PERREGAUX
Fine Watches since 1791

Sold by Selected Jewelers... Write for Illustrated Booklet
Girard-Perregaux Watch Co., 30 Rockefeller Plaza, New York 20 - In Canada: Hamilton, Ontario

COLLEGE PRESIDENTS CONTINUED

abroad to study, returned to Bryn Mawr to teach and became acting dean of the college. Before she came to Barnard, she spent 17 years as headmistress of the Brearley School for girls in New York, where she set up a tough, serious program in the Bryn Mawr tradition. At Barnard this week as they prepare to celebrate her inauguration, the students are looking forward to their new dean. For as long as they and most of their mothers can remember, brilliant Dean Virginia Gildersleeve has ruled Barnard. In her 36-year term she made the rules and planned the courses efficiently and effectively, with an awesome lack of foolishness. Mrs. McIntosh rather pleased Barnard students by telling them that she might occasionally wear slacks about the campus, and that her five children (four boys, including twins, and one girl) were looking forward to swims in the campus pool.

Up at Wellesley, Mass. last week President Mildred McAfee Horton, ex-commandant of the Navy Waves, climbed the steps of the Wellesley College administration building on her way to work. In one hand she carried the bulky recording machine on which she dictates at night at home. In the other she carried a bulging briefcase. A passing student asked her the time. President Horton put down the machine and the briefcase, pushed up her sleeve, looked at her watch and answered, "Nine o'clock," picked up her baggage and went into the building. Neither student nor president thought this an imposition. When she came to Wellesley 11 years ago, the college was inclined to be self-centered. So she rounded up some bright young men as instructors, set up a forum for well-known speakers, began to interest the girls in China and Europe. Today Wellesley girls consider themselves just about perfectly balanced, not as social as Vassar girls, not as sober as the girls at Bryn Mawr but a happy mean. By now, all of them have learned that their president gets right to the point and says what she thinks. Once, driving about the campus, she picked up a student who gushed, "Oh, I'm so excited." "Why?" asked Mrs. Horton. "haven't you ever ridden in a Chevrolet before?"

Vassar girls call Miss Blanding "Sally," Wellesley girls call Mrs. Horton "Milly Mac," but at Bryn Mawr it is always "Miss McBride." No student would think of referring to Bryn Mawr's president otherwise, even behind her back. The smallest of the great women's colleges, Bryn Mawr is the soberest, toughest and most intellectual. At Bryn Mawr College, Bryn Mawr, Pa. scholarship comes first. Last March a Bryn Mawr senior suddenly discovered that she should have spent the whole winter working on an honors paper due in May. In tears, she came to Miss McBride with the story. As usual Miss McBride settled the problem immediately: the girl moved into the president's house and finished her paper in peace and on time.

This week these four college heads, along with the heads of three other women's colleges, are meeting at Vassar to discuss plans for the coming year. Their worst problem is one which particularly plagues women's colleges: raising money. All colleges are finding fund-raising a hard business now, but it is doubly hard for women's colleges. Although they have succeeded in getting education on an equal basis with men, they are still faced with the fact that since most men like to leave money to their alma maters, most money necessarily goes to men's colleges.



VIRGINIA GILDERSLEEVE retired as dean of Barnard last summer. She was the only U.S. woman delegate to the U.N. Conference at San Francisco.



De Luxe:
specially
elegant...
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WEBSTER

*Walker's DeLuxe is a straight Bourbon whiskey, 6 years old:
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

...meet a solid
**AMERICAN
CITIZEN**



RIGHT in your home town—right up your block—may live the driver of one of the trucks you often pass on the streets and highways. A family man. A taxpayer. A man with standing in your community.

For the *typical* truck driver owns his own home and a car . . . is raising a family . . . trying to set aside enough for a rainy day . . . and puts in regular hours on a job requiring great skill and experience.

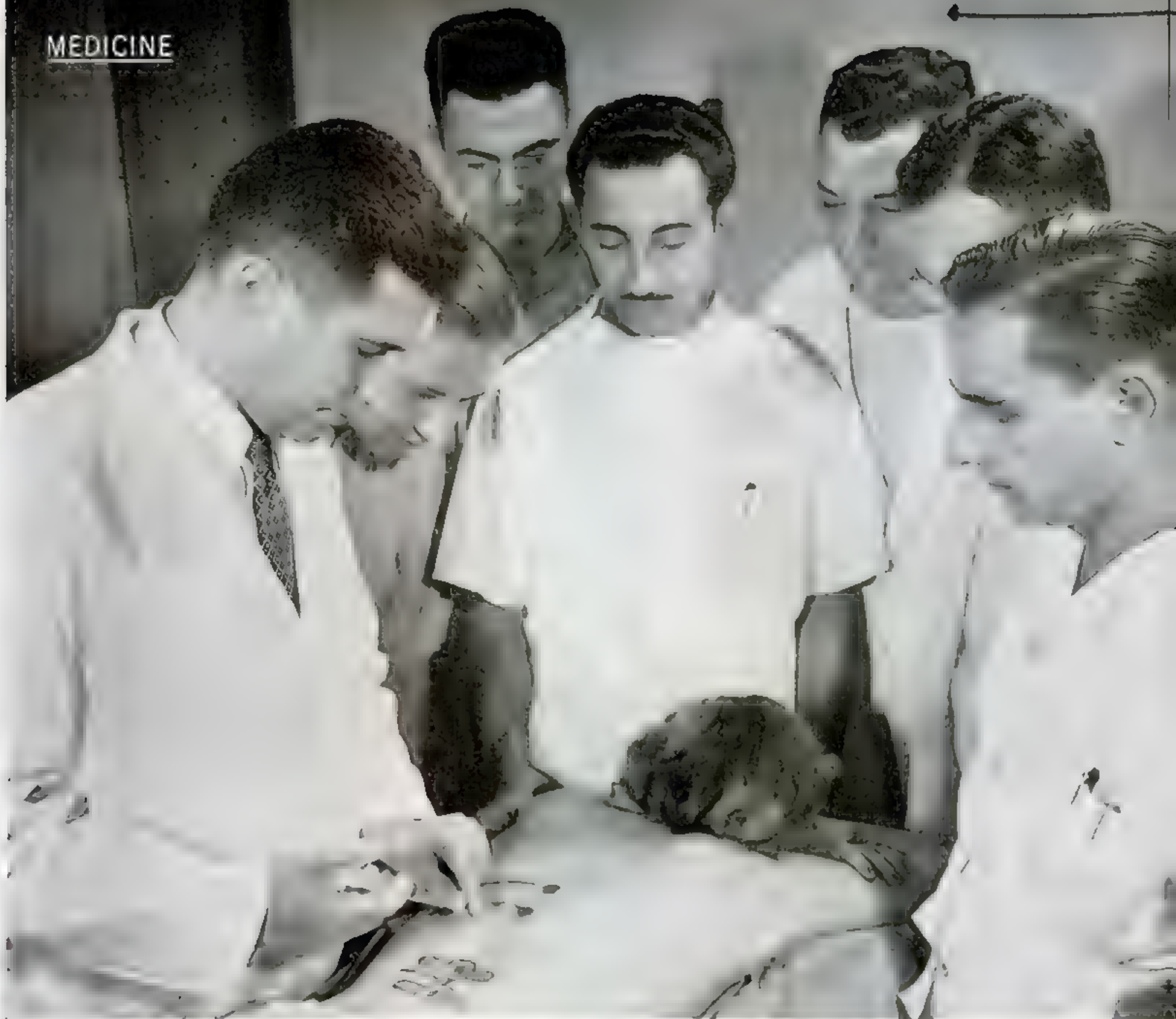
The men he works for are solid citizens, too. Small business men who are working together, in the typical American

manner, for the welfare of your community. Maybe you know them. Men you met at lunch or the lodge. Men who take pride in *independent* effort.

These men are the trucking industry. They represent new business opportunities—new industries—new jobs in *your home town!*



THE AMERICAN TRUCKING INDUSTRY
AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 4, D. C.



USING PENCIL DRAWINGS ON MODEL, DR. E. M. PAPPER SHOWS MEDICAL STUDENTS AT BELLEVUE WHERE ANESTHESIA SHOULD BE INJECTED TO BLOCK OFF A NERVE

PAIN-CONTROL CLINIC

New York doctors ease suffering by blocking off nerves with drugs

Except in the field of surgery, control of pain is still very much in the primitive stages. Countless thousands of patients suffer the tortures of cancer, angina pectoris and other distressing diseases while their physicians are helpless to relieve them. A big step toward help for these sufferers is now being made with a treatment known as nerve-blocking. This treatment, which consists of putting a "block" between the source of pain and the brain, is not a new therapy. But its potentialities are just now being realized. Using better drugs and a wider knowledge of the mechanics of pain gained during and since the war, Doctors E. A. Rovenstine and E. M. Papper of the New York University College of Medicine have been able to help two-thirds of the patients accepted for treatment in their "pain clinic" at Bellevue Hospital.

The nerve-block treatment is comparatively

simple and does not have serious aftereffects. It merely involves the injection of an anesthetic drug along the path of the nerve carrying pain impulses from the diseased or injured tissue to the brain. Although its action is similar to that of spinal anesthesia used in surgery, nerve block generally lasts much longer and is only occasionally used for operations. The N.Y.U. doctors have found it effective in a wide range of diseases, including angina pectoris, sciatica, shingles, neuralgia and some forms of cancer. Relief is not always permanent, but usually the injection can be repeated. Some angina pectoris patients have had relief for periods ranging from six months to two years. While recognizing that nerve block is no panacea, the doctors feel that results obtained in cases like that of Mike Ostroich (*next page*) will mean a much wider application in the near future.



NERVES OF THE BACK are sketched in part on model's skin. Peripheral nerves (indicated by long lines) join spinal cord (round dots). X marks the spot where anesthesia is injected. Shaded bars represent vertebrae.



1 really windproof



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—sealed to prevent quick evaporation

Berkeley windproof lighter

the Luxury Lighter
for every pocket and purse



3 guaranteed for life

any damage repaired any time without charge

4 carries spare flint in secret compartment

5 flame-guard built not to break

6 wick lasts years—it's asbestos

Only the Berkeley Windproof lighter
gives you all 6 sure-fire features

At tobacco, jewelry, drug, department stores.

Flashlight Co. of America, Jersey City 2, N. J.

A BONNY SCOTCH GRAIN with "Cushioned Comfort"

... this Airfilm Shoe
by Crosby Square

For generations Martin's Imported Scotch Grain has been recognized as one of the truly fine leathers of the world. Here its rich beauty and rugged durability are combined with the unmatched comfort of Airfilm. . . . In Airfilm Shoes, you actually walk on air. Your feet are protected against pavement-pounding and insulated against winter cold and dampness. See your Crosby Square dealer now. The House of Crosby Square, Division of Mid-State Shoe Co., Milwaukee, Wisconsin



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The Winfield 95

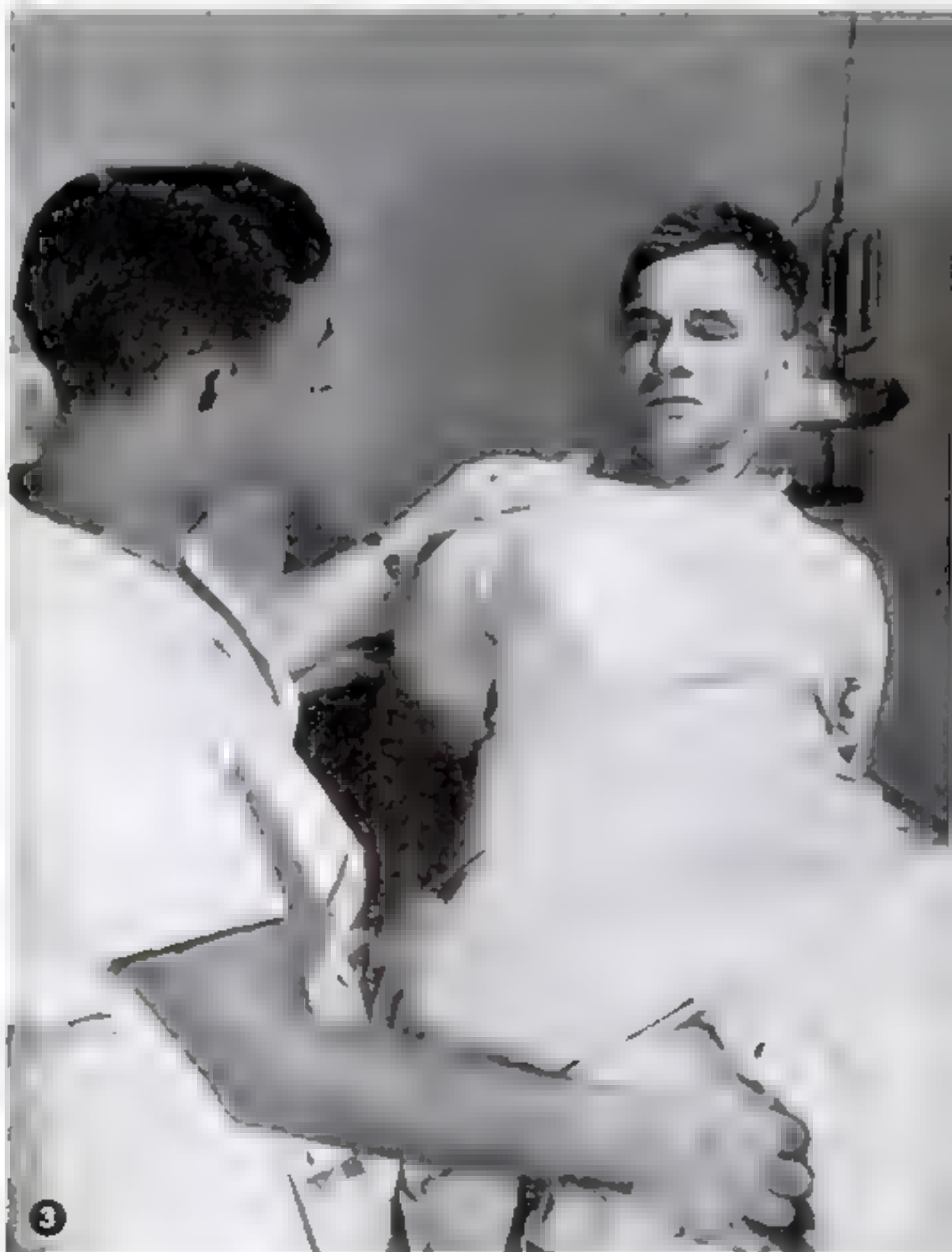
6 in Airfilm Shoes, a honeycombed layer of air cells lies between inside and outside from heel to toe. This springy Airfilm material is actually 61% air. Airfilm is an exclusive Crosby Square feature.

Airfilm Shoes available at medium prices. Pre-Flex and Authentic Fashion grades, somewhat less.

Pain-control Clinic CONTINUED



1 WRITHING IN AGONY, 54-year-old Mike Ostroich is brought to Bellevue's pain clinic and prepared for nerve-block treatment. His pain originates from pinched nerves in the stump of a leg, which was amputated six months before.



3 HARDLY ANY PAIN is felt after Ostroich comes out of the ether. Nerve block drug was injected directly in stump and also in nerve-supplying thigh. Block treatment relaxes nerve and blood vessels so they can heal normally.



THE NERVE BLOCK is performed on a nerve in the stump. Ether through a mask is also administered to Ostroich because stump of his leg is so hyper sensitive that even the touch of a finger on the lurch causes excruciating pain.



PATIENT WALKS for first time on artificial limb which he bought shortly after his amputation but was unable to use. Although he might need another treatment in a few months, there is a chance he may never need one again.

CONTINUED ON NEXT PAGE

YOU'LL LOOK LIKE A MILLION IN A MARK TWAIN SHIRT*

Poised and assured as the richest man in the world... that will be you in a MARK TWAIN Shirt. That luxurious ease of feel... those body-draped lines... those fine fabrics... all add up to the Million Dollar look.

Buy by name - buy... **MARK TWAIN Shirts**

***ONLY MARK TWAIN GIVES YOU ALL 4 OF THESE "MUST" FEATURES**

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| 1. QUALITY-TESTED MATERIALS... for longer wear and lasting good looks. | 3. COMFORT-CUT COLLARS... for movement-free ease, yet snug appearance. |
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Manufacturers of MARK TWAIN SHIRTS for Men and TOM SAWYER Apparel for Boy Scouts

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dries in **57 minutes***



FOR FURNITURE IN CONSTANT USE

No need to wait four to eight hours for an enamel to dry.

A scant 57 minutes* after you apply STOP WATCH ENAMEL, presto—it's dry. What's more, it dries dust-free in 16 minutes.

STOP WATCH is easy to apply—flows on smoothly without leaving brush marks. Even an amateur

can do a workmanlike job.

One coat is all you need. Dries to a smooth, durable, high gloss finish—adds new luster and real protection to old surfaces.

Fourteen smart, up-to-the-minute colors. Get fast-drying, economical STOP WATCH ENAMEL at hardware or department stores.

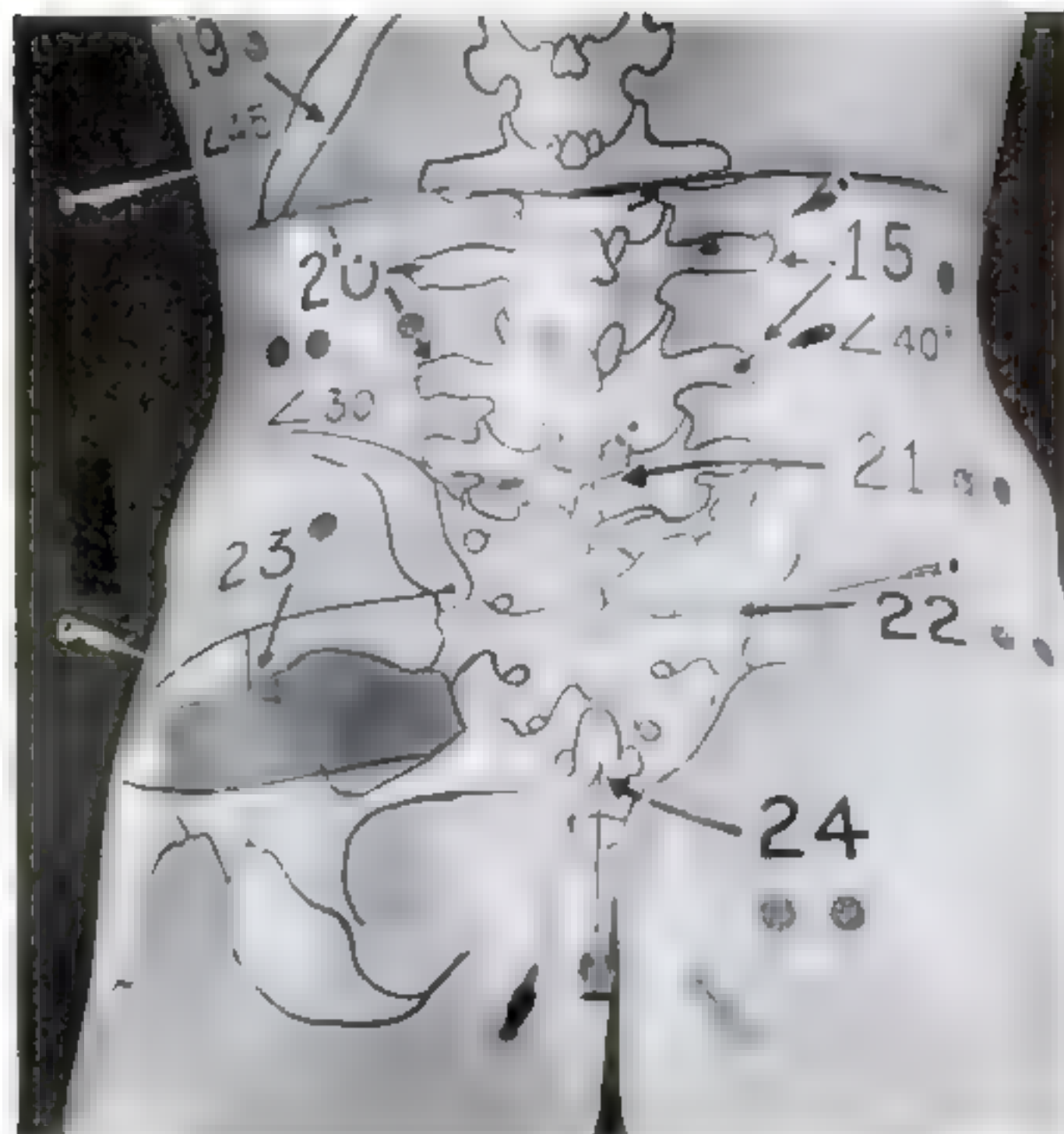
THOMAS C. DUNHAM, INC., Long Island City, N. Y., Founded 1852

* Average drying time.

DUNHAM'S **Stop Watch**
ENAMEL



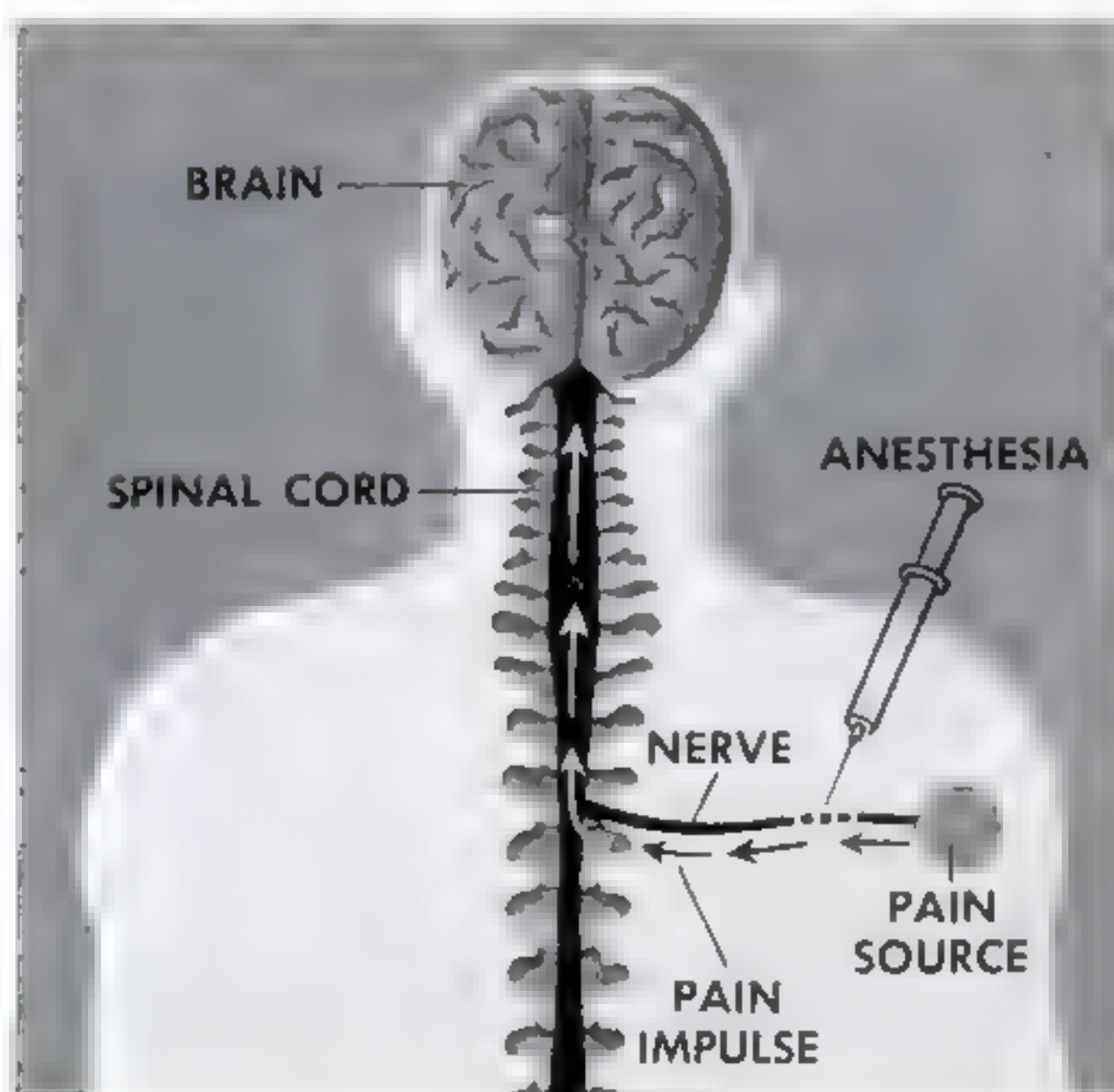
Pain-control Clinic CONTINUED



WHERE TO PUT NERVE BLOCKS for back troubles such as sciatica and neuralgia is shown by pins thrust into a dummy. The numbers are codes for the names of specific nerves. Dots mark the presence of blood vessels in nerve areas.

ANESTHETIC BLOCKS PAIN ALONG PATH TO THE BRAIN

The nerve-block treatment works on the simple biological fact that a person feels no pain until an impulse set off by injury or disease gets through the nervous system to the brain. The treatment prevents this by putting a "dam" in the nerve carrying the impulse, like throwing a nonconductor into an electrical circuit. Pain may not recur even after the effect of the drug has worn off. When drugs do not halt the impulse, more drastic means can be used: 1) injecting alcohol along with the drug to destroy the nerve tissue or 2) severing the nerve by surgery.



PATH TO BRAIN from some pain source such as a shoulder wound or disease is along a peripheral nerve to the spinal cord and then up to the brain. Putting anesthetic into nerve stops the impulse; hence brain cannot register it as pain.



NEVER

a nail enamel like Naylor!

YOU'LL SEE IT DRY FASTER

YOU'LL PROVE IT WEARS LONGER

YOU'LL LOVE THE NON-TIP BOTTLE

YOU'LL ADORE THE NEW APPLICATOR

And you'll be lovelier longer with the new Naylor lipstick. Double-processed for silken sheen, refined texture, it matches Naylor nail enamel the way moonlight matches romance. Naylor lipstick—\$1.00.* With a lipstick brush \$2.50.* Naylor enamel 60c.* (A Naylor manicure at your beauty salon is fingertip perfection!)

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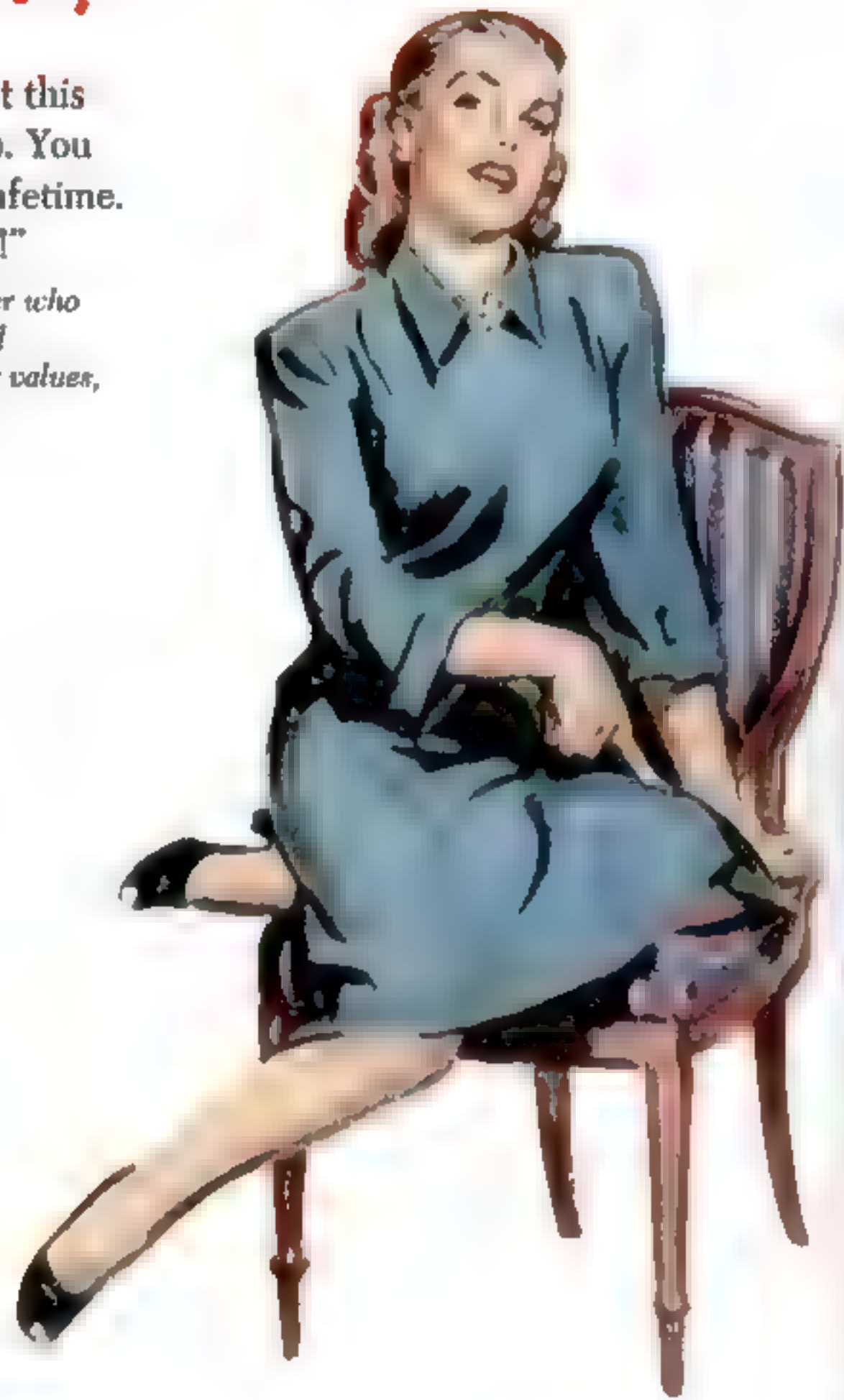
How this smart family picked a



Dad said **"STOP!"**

"Stop—let's not be casual about this business of buying a fine radio. You don't do that many times in a lifetime. We want to be sure we're right!"

(For a good start, look up a dealer who handles Stromberg-Carlson and several other makes. Compare dollar for dollar values, in terms of advanced engineering and up-to-the-minute features.)

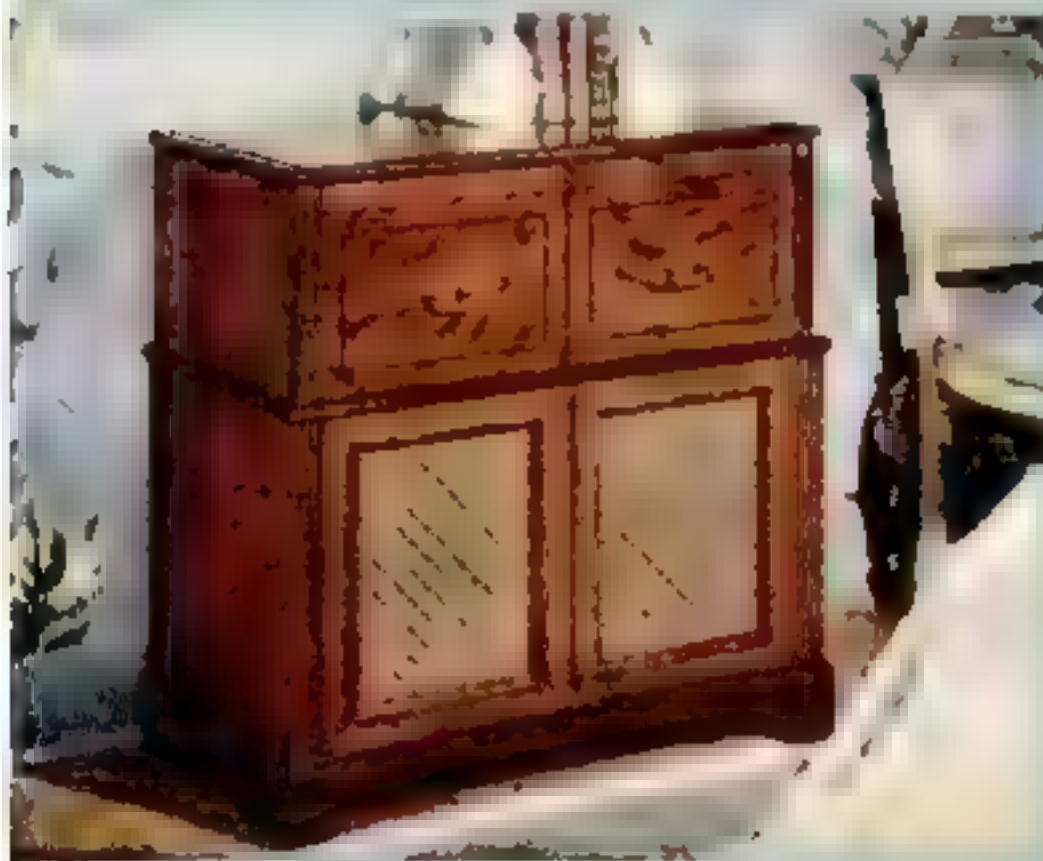


"PIONEER" . . . For home or office. New FM-AM table model, AC-DC. Plastic cabinet, ivory or brown. In wood, mahogany or maple finish.

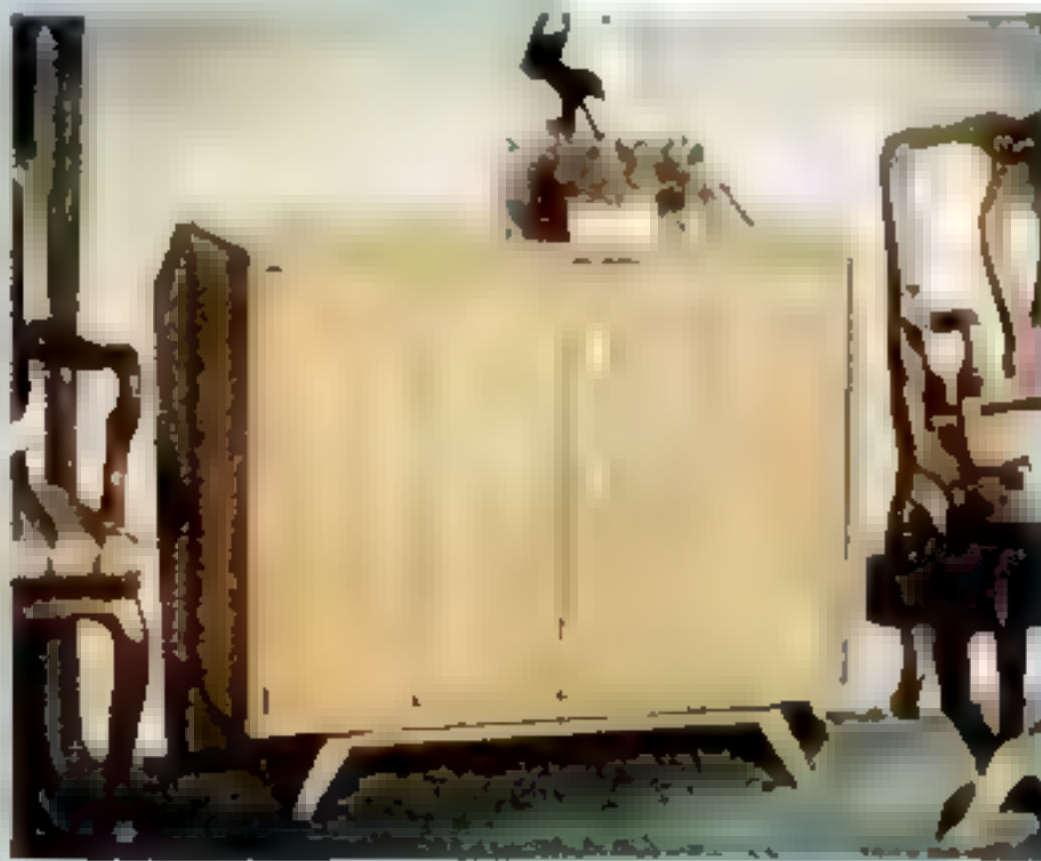


"DYNATOMIC" . . . For the bedroom or kitchen. Table AC-DC model of unusual power and tonal richness. Plastic cabinet in ivory or brown.

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"MAYFLOWER" . . . For the living room or master bedroom. FM-AM radio-phonograph combination with Early American cabinet in hand-rubbed mahogany veneers. Automata record changer.



"NEW WORLD" . . . For the living room or den. FM-AM radio-phonograph combination. Bleached mahogany cabinet with disappearing doors. Automatic record changer with automatic stop.



"CHINESE MODERN" . . . For the living room. Deluxe FM-AM automatic radio-phonograph combination. Polarized sound, automatic range shift, separate bass, treble controls. Hand-rubbed mahogany.

Fine Radio...

Mother said "LOOK!"

"Look—we're pretty proud of the way we've furnished this home—and we should look around until we find a radio in keeping with our lovely pieces!"

(Stromberg-Carlson had you in mind, Madam, when they had some of America's finest designers create these beautiful cabinets.)



"HEPHEWHITE" For the living room: FM-AM radio-phonograph combination in authentic 18th Century design. Automatic record changer with automatic stop. Hand-rubbed genuine mahogany surfaces.



I said "LISTEN!"

"Listen—when I turn on Gershwin, I want Gershwin and not a reasonable facsimile thereof! And the same goes for Bach or Beethoven when I'm in the mood. So let's listen for lifelike tone!"

(You're "in the room" with the artist when you listen to a broadcast on Stromberg-Carlson's complete FM—and you'll never cease to wonder at Stromberg-Carlson's true-to-life performance on standard broadcasts and your favorite records.)

Your local Stromberg-Carlson dealer, listed in the classified section of the telephone book, understands your interest in topmost value and performance. He appreciates those things himself. That is why he is a Stromberg-Carlson dealer. That is why he is glad to have you *Stop, Look and Listen* for the model that is just right for you.

There is a broad selection of models and styles to meet every requirement—from \$34.95 to \$675.00. Prices slightly higher in the South and West.

**STOP!-LOOK!- and LISTEN!... THERE IS NOTHING FINER THAN A
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RADIOS, RADIO-PHONOGRAPHS, FM AND TELEVISION

• SOUND EQUIPMENT, INDUSTRIAL AND INTERCOMMUNICATION SYSTEMS

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PLAYBOYS FOR HAIL COLUMBIA WRITTEN AND FIRST SING IN PHILADELPHIA, 1798*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

A HERITAGE TO REMEMBER



*This song... excited the wildest applause
It was necessary to repeat it several times,
the audience joining in the chorus.*

FROM THE HISTORY OF PHILADELPHIA

Many glorious traditions originated in Colonial Philadelphia. Among these, none was more famed than the city's heritage of hospitality. Today this tradition is richly upheld by Philadelphia

The Heritage Whisky... a whisky so rich and so gracious in flavor you might justly reserve it for special occasions. Fortunately you can afford to enjoy Philadelphia Blend regularly and often.

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*From a Series of Historic Paintings Designed for Philadelphia - The Heritage Whisky - Famous Since 1894



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MAN AND SUPERMAN

Maurice Evans revives Shaw's witty tirade about the sexes

When he was a young London bachelor, George Bernard Shaw, who has never had a reputation as a woman-chaser, was challenged by a humorous friend to write a drama about Don Juan, the greatest woman-chaser of all time. It took Shaw 15 years to rise to the bait, but in 1903 he completed *Man and Superman*, a play about a modern Don Juan, which turned out to be the wordiest and most brilliant of all Shaw's comedies. This fall *Man and Superman* has been revived in New York with some of its wordiness deleted but with none of its brilliance tarnished.

In Shaw's comedy Don Juan has become a liberal young aristocrat named John Tanner who has outgrown his passion for philandering and has acquired instead a moral passion for creating a better world. For three acts Tanner talks and talks about morality, sex, motherhood, democracy and the working man and tries at the same time to resist the charms of a beautiful girl who wants him to give up talking long enough to be her husband and the father of her children. In the end Tanner finds himself trapped, sinks into her embraces but goes down gabbing to the last.

Producer, director and star of the play is Maurice Evans. As producer and director he has assembled a good cast and spurred them into giving a high-spirited performance. As actor in the role of Tanner, Evans serves as a wonderful talking-machine, spouting Shaw's rhetoric loud and clear so everybody can hear it. Since to hear Shaw is to enjoy him, Evans contributes largely toward making *Man and Superman* the wittiest show on Broadway.



A BOA CONSTRUCTOR is what Tanner says he is reminded of when Ann Whitefield (Frances Rowe) ensnares him first with her feather boa and then with her arms.



TALKING AND TALKING, Shaw's hero, Tanner, holds center of the stage, which represents the study of Roebuck Ramsden (Malcolm Keen, right), a wealthy London man of affairs. Other victims of Tanner's talk

are (left to right) Roebuck's sister, his ward Ann, her poetic lover and his sister Violet. Through a misunderstanding everybody believes Violet is soon to have an illegitimate child. Tanner defends Violet, claims she

should be congratulated for taking on the noble responsibility of motherhood. When Violet reveals she is married he moans, "I am utterly crushed. . . . I shall know better in the future than to take any woman's part."

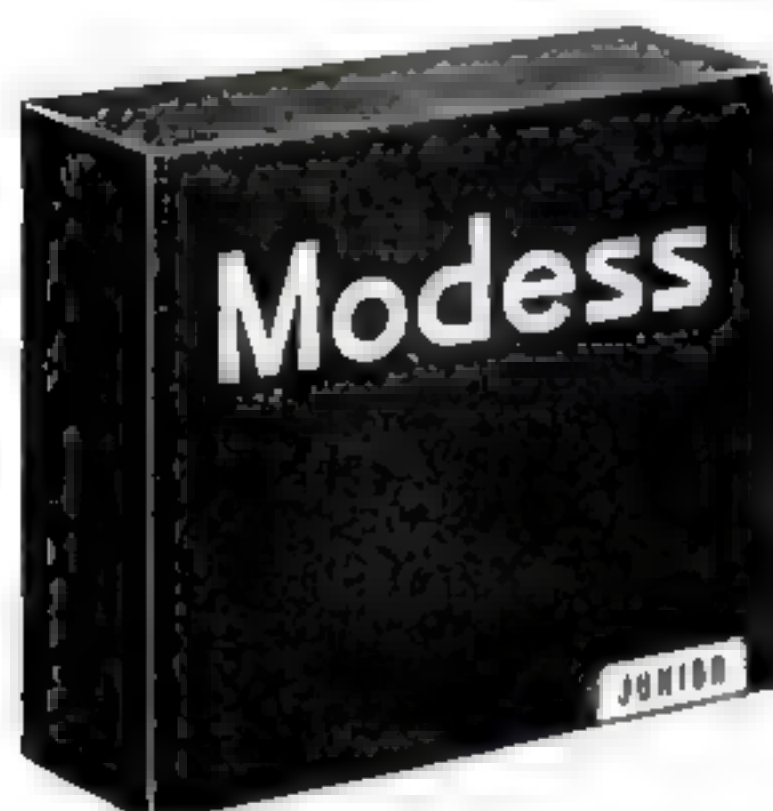
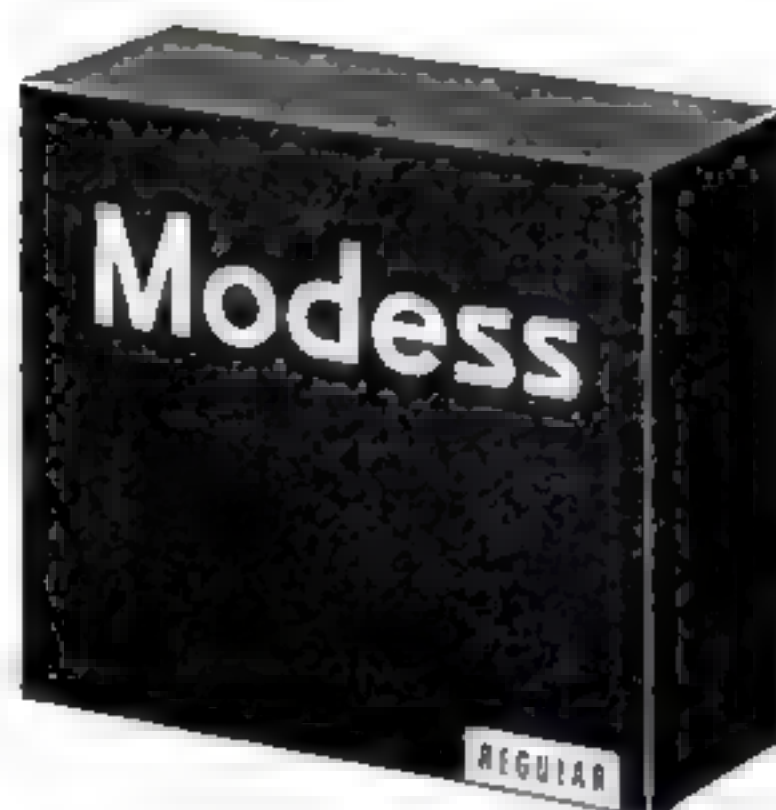
Now! 3 Sizes of Modess!

to meet every woman's needs

Modess Regular

In the familiar blue box

Ideal for average needs—it's the size most women use. A luxury napkin—so soft, so comfortable, 8 out of 10 women in a recent test reported: *no chafing with Modess!* And wonderfully absorbent!



Modess Junior

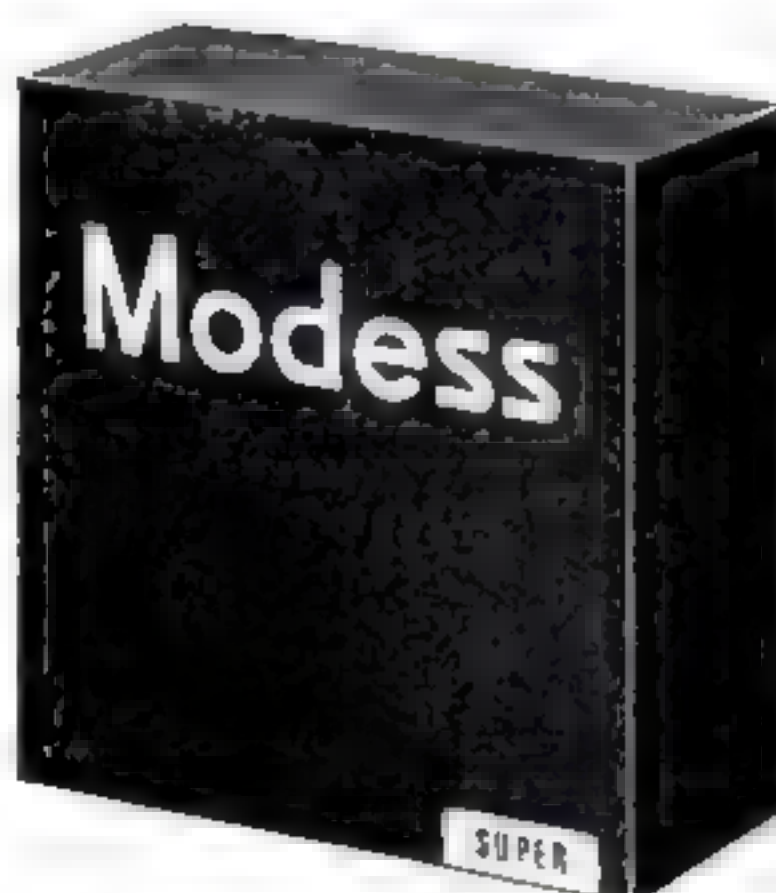
In the green box

A slightly narrower napkin for slender women and young girls. Modess Junior size gives you the same luxury comfort and so-safe protection as Regular-size Modess.

Modess Super

In the orchid box

Extra absorbent, extra protective—yet soft and light as a cloud. Ideal for days when you need above-average protection. Every Modess Super (Regular and Junior sizes, too) has a triple, full-length safety shield to help guard against accidents.



Product of Personal Products Corporation
Makers of Modess, Mads, Co-ets, Yes Tissues, Sanitary Belts

All 3 sizes — Now on sale
at your favorite store

MAN AND SUPERMAN CONTINUED



IN THE LIONESS'S MOUTH

Octavius Robinson (Chester Stratton), the lovesick poet of the play, idealizes the beautiful young heiress, Ann Whitefield, as if she were a goddess on a pedestal, and wants to marry her. But in the eyes of his irreverent friend John Tanner the situation is deplorable. Octavius has become the willing victim of a beast of prey. Already he has thrust his head into the lioness's mouth and is half swallowed. Ann gazes at her victim hungrily as if she wanted to devour him, and even pats Octavius' cheek "as if it were a nicely underdone chop."



ARTIST AS HUSBAND

Tanner warns his poet friend Octavius not to marry Ann because she will destroy his art. The artist, says Tanner, in one of Shaw's diatribes, must apply himself as remorselessly to the creation of art as a woman applies herself to the creation of a family. "The true artist," he declares, "will let his wife starve, his children go barefoot, his mother drudge for a living at 70, sooner than work at anything but his art. . . . Of all human struggles there is none so treacherous . . . as the struggle between the artist man and the mother woman."

CONTINUED ON PAGE 110



"Gee, Daddy, they had a private car just for us ladies"

That's right, young lady. There is a combination Touralux-coach with 8 berth sections and 21 reserved coach seats *exclusively for women and children* on The Milwaukee Road's OLYMPIAN HIAWATHA.

The tastefully decorated Touralux sleeping cars have individually lighted and air conditioned berths. Yet berth cost and fare on a round trip between Chicago and Seattle is about \$37 less than in standard sleepers.

You can travel in comfortable, reclining chair coaches like the one pictured below, at left, for less than 2 cents a mile . . . round trip between Chicago and Seattle only \$76.20 plus tax.

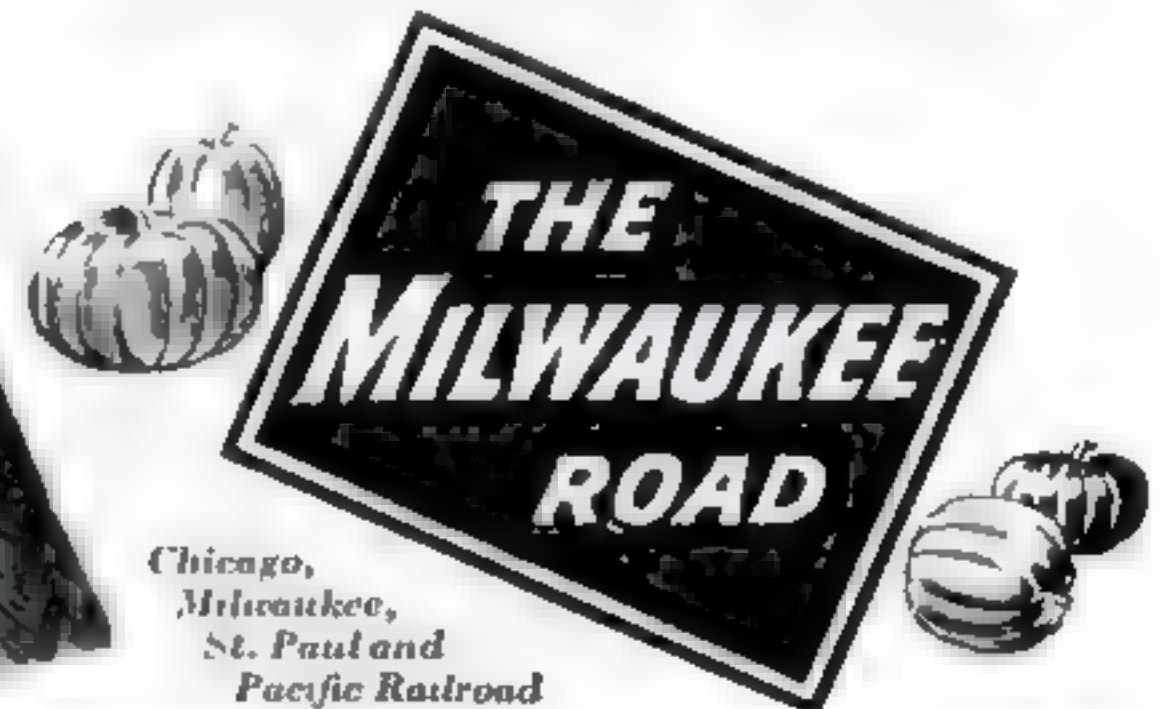
While the OLYMPIAN HIAWATHA offers these unique advantages for the thrifty, it also provides de luxe Pullman accommodations. No matter what your choice, you enjoy fine food, friendly service and a fast schedule of 45 hours between Chicago and the Pacific north coast over a gloriously scenic route.

You can go to California via Seattle-Tacoma at little or no added rail fare. Ask your local railroad agent, or write: F. N. Hicks, Passenger Traffic Manager, 708 Union Station, Chicago 6, Illinois.

OLYMPIAN *Hiawatha*

Daily service between

**CHICAGO • MILWAUKEE • TWIN
CITIES • MILES CITY • BUTTE
SPOKANE • SEATTLE • TACOMA**



Left—Reclining chairs padded with foam rubber, footrests, fluorescent lighting, big luggage racks and spacious lounge rooms are features of the big, orange colored coaches on the OLYMPIAN HIAWATHA.



Right—The Touralux car for women, and boys and girls under 12, shows the exceptionally comfortable daytime seats. Lower berths are higher, wider and longer than before and there is a charming lounge.



Now! The only safety razor that
makes every shave to order



A perfect edge to whisk off whiskers, plus a built-in automatic stop and hone to keep it perfect! In 27 seconds, you tune up the lifetime blade of Sheffield steel to suit your beard and face. Only a blade hollow-ground from a thick wedge of steel can be tuned up again and again to this perfection. Clog-proof guard and blade are shaped for the correct shaving angle. Solve your shaving problem for life for only \$15, including lifetime blade, stop and hone in metal case. Made in England. Get a Rolls, and roll your own made-to-order shaves.



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Executive Offices: 338 Madison Ave., New York 17, Service Dept.: 33 West 46th St., New York 19

Undies, slips and
gowns so keen...

In styles bewitching
as Hallowe'en!

★ That's SUSPANTS...
the clever new undie that
can be worn with garters.

DIVISION OF MCKAY PRODUCTS CORP.
EMPIRE STATE BLDG. NEW YORK

MAN AND SUPERMAN CONTINUED



THE NEW MAN

Pulling his chauffeur, Henry Straker (Jack Manning), from under his 1904 model motorcar, Tanner extols him as the "new man" who takes pride in his job and never kowtows to the upper classes. When Henry refers to himself as "Enry," Tanner says, "This man takes more trouble to drop his aitches than his father did to pick them up. It is a mark of caste with him. I have never seen anybody more swollen with the pride of class than Enry is. . . ." Enry takes this raillery without objection. But when Octavius earnestly avows his belief in the dignity of labor, Straker replies, "That's because you never done any."



THE MENACE OF MOTHERS

John Tanner (right) flays the institution of motherhood, referring especially to Ann's innocent mother, Mrs. Whitefield (center). In an outburst of Shavian exaggeration which never entirely departs from truth, Tanner says that what appears in nice society to be "a dance of nymphs" in reality is nothing but "a horrible procession of wretched girls, each in the claws of a cunning, avaricious, disillusioned, ignorantly experienced, foul-minded old woman whom she calls mother, and whose duty it is to corrupt her mind and sell her to the highest bidder." He concludes that girls marry mostly to escape their mothers.



UNHAPPY BLISS

All the while Tanner has been warning Octavius to beware of Ann, he himself has been marked out as Ann's victim. She finally traps Tanner into marrying her by announcing that she has promised to marry him and then pretending to swoon at his feet. Realizing that he might as well give in, he delivers a last Tannerish tirade about his future bliss with Ann. "I solemnly say that I am not a happy man. . . . What we have both done is to renounce happiness, renounce freedom, renounce tranquility, above all, renounce the romantic possibilities of an unknown future, for the cares of a household and a family."

CONTINUED ON PAGE 119

"All the Comforts of Home!"



Pabst Blue Ribbon
"IT'S BLENDED... IT'S SPLENDID!"

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TUNE IN THE EDDIE CANTOR SHOW
EVERY THURSDAY NIGHT, OVER NBC

33 FINE BREWS BLENDED INTO ONE GREAT BEER



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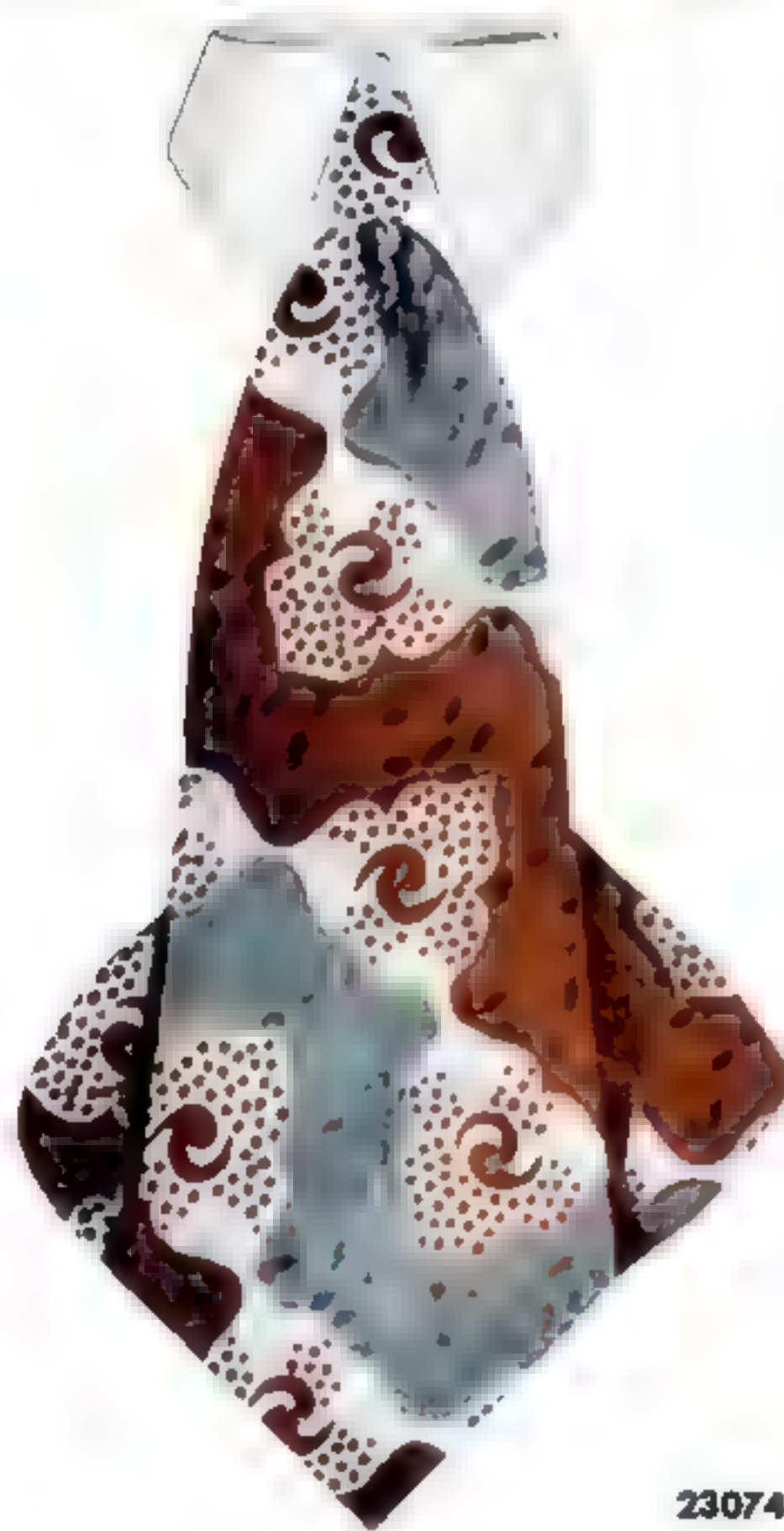
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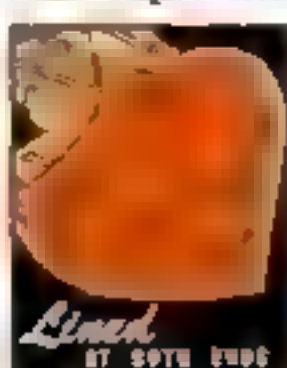


23073

FROM THE NECKTIE SUPER MARKET—THIS YEAR A SUPER TIE

These remarkable direct color photographs show 12 style leaders from the mail order house which sells ties to the business and professional men of the U. S. From practically every city and town men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites. Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well chosen patterns and exceptional color-

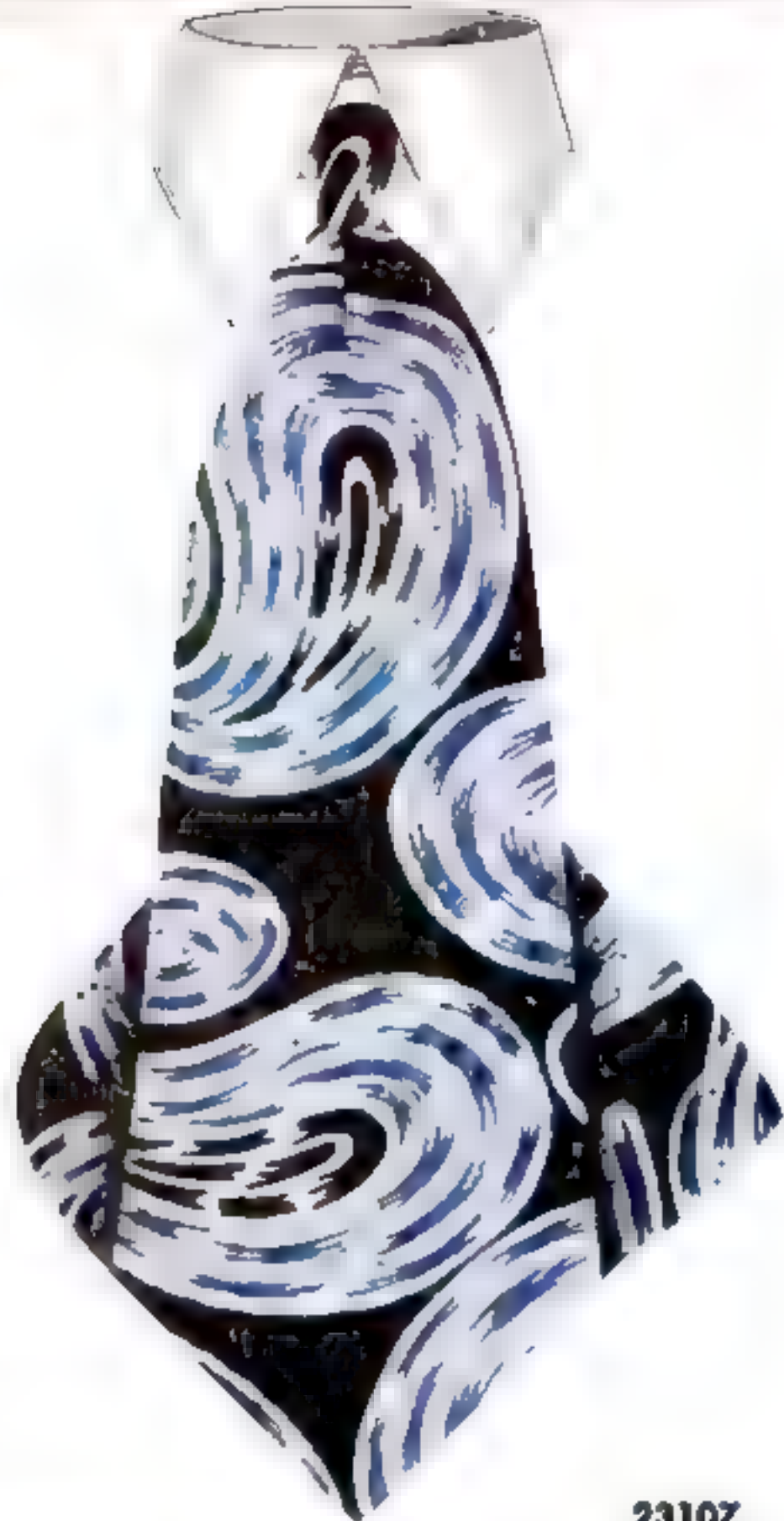
ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality.



Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up

with their suits and shirts in full confidence that there will be no let down when they see the actual ties, cut from today's standard rayon fabrics to regulation shape and length and expertly finished to the last detail. If you would like to get acquainted further with them you need feel no hesitation in ordering, for Haband is vouched for by all usual commercial agencies and is probably known by some of your friends and neighbors—most certainly by your Postmaster.





23107



The Haband
Wonder Tie
23114



23072



23116



23158



23124

\$1.10 per tie

—We pay the postage—

2 for 2.20

Minimum Mail Order

**A Season's Supply
5 for 5.50**

plus Desk Calendar FREE

HABAND COMPANY, Paterson 4, N. J.

You may send me the _____ ties I have listed and for which I enclose herewith,

a \$ _____ remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name _____
(Please Print)

Street _____

City _____

Zone _____ State _____

CHECK CHOICE BELOW

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Mrs. Richard Knight, formerly Miss Ann Philbrick, of Greenwich, Connecticut — painted by Peter Lauck

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ACTOR MAURICE EVANS AND SHAW DISCUSS "SUPERMAN"

SHAW vs. EVANS

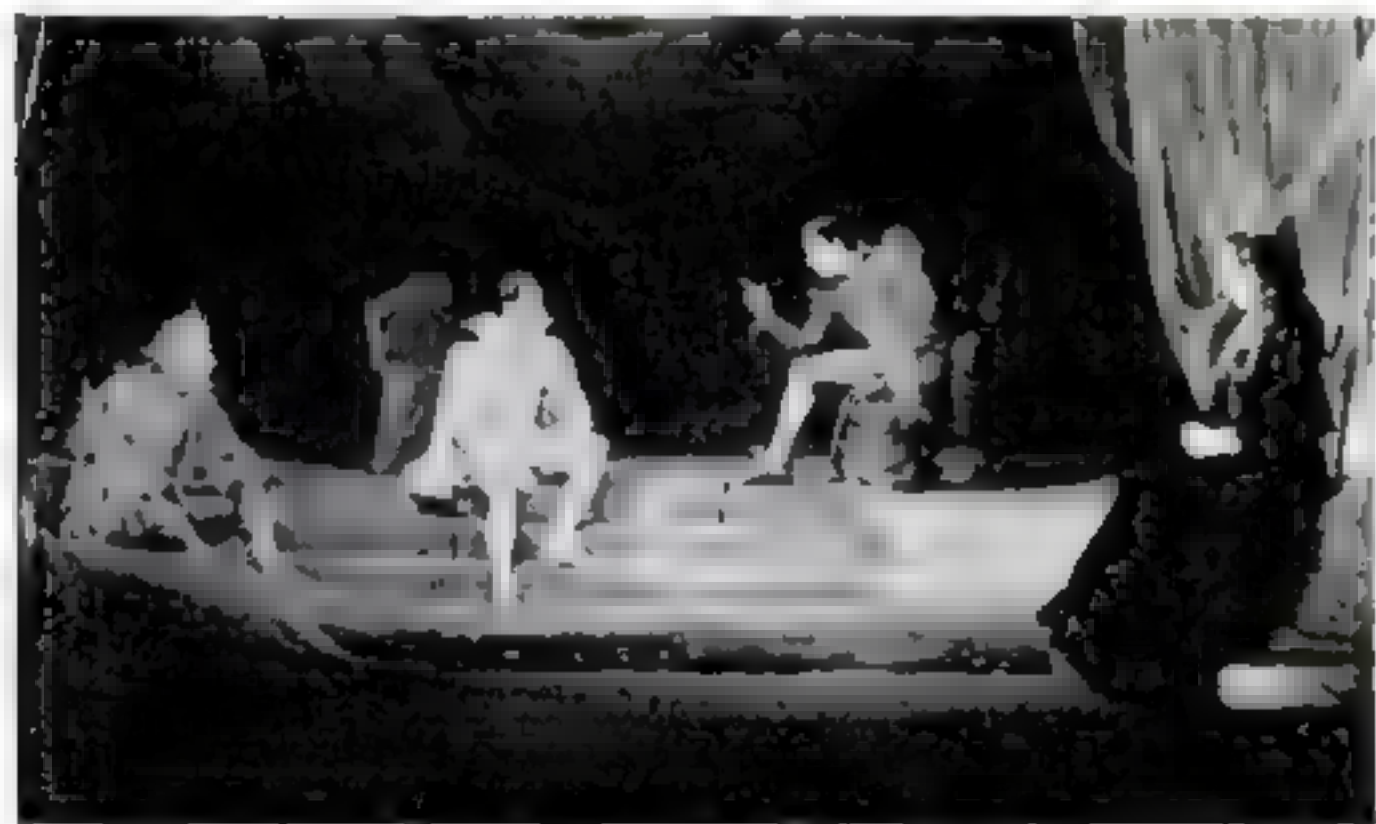
Producer gets vigorous Shavian rubdown

Whenever an actor or producer decides to put on a play by Shaw, he takes a deep breath and gets ready for the inevitable exchange of letters and cables in which the great playwright, who is now 91, entertains, instructs and insults the negotiator.

Last February, Actor Maurice Evans fired the opening salvo at Shaw by writing for permission to present *Man and Superman*. "I am assuming," wrote Evans bravely, "that you have no objection to the omission of the Hell scene" (below). In his reply Shaw agreed to the omission of the Hell scene but berated Evans for biting off more than he could chew in trying both to produce and star in *Superman*. "In my opinion an actor should always take money out of the theatre and never put money into it. Management is the death of acting."

Evans tactfully reminded Shaw that he had never produced a flop. Whereupon Shaw granted permission to produce *Superman* and Evans arranged to pay him a personal visit last summer (above). In his own back parlor Shaw was cordial and served Evans tea.

Back in New York all went well until three days before the show was ready to try out in New Haven. Then, out of the blue, Evans received a really fine example of Shavian heckling in which Shaw claimed "somebody" had informed him that at the end of the show Evans had altered Shaw's stage directions by making Ann sit down instead of stand. "If you really made such a blunder you are hopeless as a producer," wrote Shaw. "... Stick to acting which is your job. . . . My plays flop in the hands of duffers who think they know better than I do." Despite Shaw's dire predictions *Superman* is now playing to standing room only, though at the end of the play Ann continues to sit.



DON JUAN IN HELL

The third act of *Man and Superman* is a two-hour-long extra act which is omitted from the Broadway production. Its action takes place in a kind of dream in which Tanner has become the actual Don Juan. The setting is in Hell where the Devil (second from right), an intelligent pleasure-lover, argues with Don Juan (second from left), a voluble moralist who declares that man should aspire toward divine enlightenment. Don Juan wins the debate and goes to Heaven. This picture was taken at a London performance by the Arts Theater Club.

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THIS IS MAIN YARD AT SAN QUENTIN, WHERE THE INMATES GATHER IN LITTLE GROUPS TO LOAF, BRAG ABOUT THEIR PASTS AND SOMETIMES GET A LITTLE

SAN QUENTIN

BEHIND ITS BARS 4,600 MEN LIVE, WORK AND SOMETIMES REFORM

PHOTOGRAPHS FOR LIFE BY CHARLES E. STEINHEIMER

On San Francisco Bay, only 18 miles from the city, lies a grim cluster of masonry with towers and buttressed walls. Behind the walls lies a city of high steel bars and endlessly turning locks—a city which, at any given moment, some 4,600 men call home. There, within the space of 17 acres and much of the time inside the narrow confines of their cells, they eat, sleep, work, relax, grow older and sometimes die. Among them are burglars, thieves, forgers, murderers and rapists. Some of them—an appalling number in a society which is inclined to idolize its youth—are youngsters under 24 who slipped up somewhere along the line. Some are old men who have spent most of their lives inside the walls or have returned so often that there is no further hope for them. Most of them, like war-time soldiers isolated on a Pacific island, spend a great deal of time writing letters, waiting for the mail and eagerly following the newspapers and the radio for word of the society from which they have been banished. According to their various temperaments they dream of rejoining their families and going straight or just getting out and getting drunk or escaping from the walls and embarking on a new career of crime which this time will be so flamboyant and daring that they will be beyond recapture.

The prison is San Quentin. Its somber architecture, its overcrowded cell blocks and the now unused dungeon inside its rock foundations are relics of an age in which criminals were caged like wild animals, beaten and finally turned loose to commit worse crimes than before. Its administration, under California's progressive penal system, is an earnest attempt to treat criminals like what they are—human beings, not much different from those outside the walls by any measurable standards of height, weight or intelligence, who have got into trouble through some flaw of the spirit and who sometimes (although discouragingly seldom) can be reclaimed.

The pictures of these men on the following eight pages, the result of a 40-day visit by Photographer Steinheimer and Correspondent Martin O'Neill, constitute the first extensive pictorial record ever published of life inside a U.S. prison. They were taken with the help of Warden Clinton T. Duffy, who believes that it is a good thing for the public to know what goes on inside the walls and with the full knowledge and consent of the convicts. But Warden Duffy and LIFE withhold all names and all details of criminal records for the benefit of those prisoners who, in cell-block slang, are determined to be "Square Johns" once they regain freedom.



EXERCISE. IN A SHED PUT UP TO PROTECT THEM ON RAINY DAYS, THEY WAIT FOR THE LINEUP THAT WILL TAKE THEM TO THEIR CELLS FOR 4:30 P.M. COUNT



THE PRISON takes up 144 acres, 17 of which are behind walls. At right background is the West Cell Block and on its left is the gate mill San Francisco Bay

stretches away in the distance. Grave under eucalyptus tree in foreground is that of No. 1351 convicted of rape at "D" who got the "back-door parole" in 1943.



THESE ARE THE FACES OF MEN BEHIND WALLS. HALF THE INMATES ARE OVER 20, HALF ARE YOUNGER. THEIR SENTENCES RANGE FROM A YEAR TO A LIFETIME;



AN OLD LIFER, who has been in San Quentin 25 years, listens to an old-fashioned phonograph in

his vaultlike home in a cell block built in 1852. Although he is eligible for parole, he refuses to apply.

MEN WITH SAN QUENTIN GIVES

The prisoners on these pages have a much better chance than most of America's 134,413 penitentiary inmates to repair their wrecked lives. Their warden proved on his first day in office that he was "right"—a prison slang term which, roughly translated, means a square-shooter. Although he took the job soon after protests against bad food had turned into mess-hall riots in 1939, he walked into the prison without a bodyguard and started making friends with his charges. Today he still mingles freely with the men and offers them friendly counsel over the prison radio (*below*). The prison's food is good and its rules fair and sensible. After three inmates made an unsuccessful attempt to escape last February, one of them was moved to apologize, "I hope everybody understands we have nothing against San Quentin."

Yet the prison system of punishing criminals, even when well administered, is in itself a failure. Throwing criminals together for years of their lives creates a queer, unwholesome society behind the prison wall. Even in San Quentin much of the talk revolves around easy money. Inmates gain prestige among their fellows by



WARDEN DUFFY (*left*) answers an inmate's questions on program broadcast over prison radio system.



THE AVERAGE INMATE SERVES THREE YEARS. IN MOST PRISONS ABOUT HALF THE INMATES ARE "TWO-TIME LOSERS"—MEN WHO HAVE BEEN JAILED BEFORE

NUMBERS

THEM EVERY CHANCE

their ability to "con" (fool) the guards. The slang consists of words relating to getting drunk, gambling, taking dope, outwitting the police or committing sex abnormalities. Moreover there is a general air of distrust and suspicion. Like every prison San Quentin is full of men who try to curry favor with guards by "stooling" (snitching) on their fellows. Some prisoners steal from one another or fight.

In this atmosphere the urge to go straight has a hard time thriving. Moreover the prison life is barren, monotonous and frustrating; sometimes a long-term prisoner like the man on opposite page grows so used to the routine that he prefers to stay rather than face society again.

A prison authority named Donald Clemmer, now head of the District of Columbia system, has written wistfully of the high resolve to reform that many "fish," or new inmates, like those at right, express when thrown together the first night in the frightening initial experience of life behind bars. "Probably never would they be better risks for parole," he stated, "than after the first night in prison and before the penal culture has had a chance to engulf them."



IN THE YARD Duffy makes notes of requests by inmates, who regard him more as friend than keeper.



MENTAL TEST is taken by a "fish," or new prisoner, who will be classified for intelligence and apti-

tudes before being assigned to a prison group and duties. At the door another "fish" waits his turn.



SAN QUENTIN CONTINUED

JUST BEFORE THE 4:30 P.M. LOCKUP, PRISONERS WAIT BEFORE CELLS



IN 20 SECONDS MEN HAVE ENTERED CELLS AND AUTOMATIC LOCKS HAVE FALLEN

ROUTINE IT IS HUMILIATING BUT INDISPENSABLE

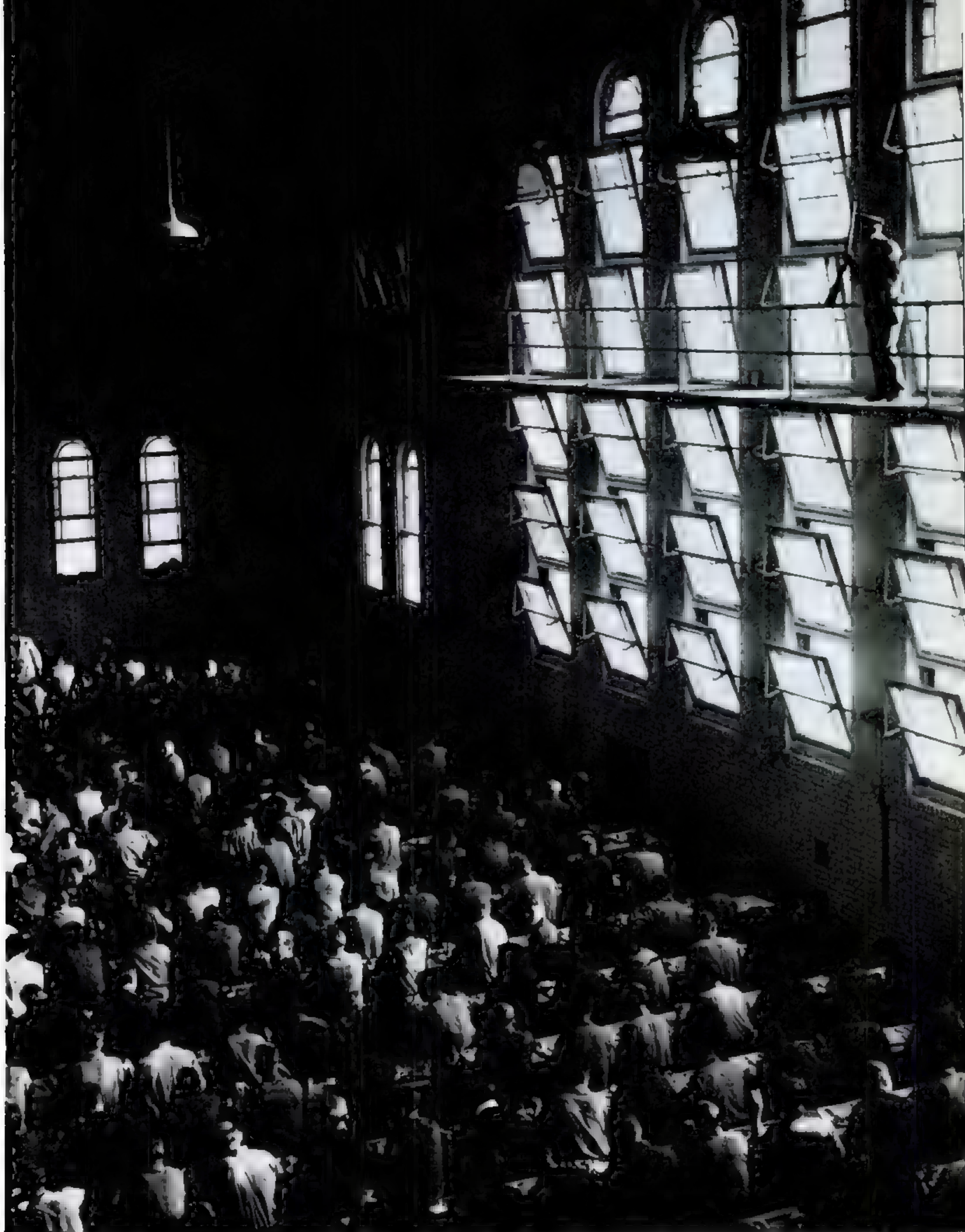
The day at San Quentin starts at 6:50 a.m., when lights go on in all the cell blocks. At 7 a block bell rings to waken anyone still sleeping. At 7:30 the cell locks open; the men turn out into single-file lines to the mess hall. Forty minutes later they are on their way to work in the prison jute mill, shops, offices and rock piles. At 11:55 they line up again for the noon-day meal. In the afternoon they work until 3:55, line up to return to their cells, enter them quickly (above) and stand with their hands on the bars

of the cell doors for the 4:30 p.m. count. A half hour later they go in line to supper, return to their cells, wait for the 6 p.m. bell which signals recreation activities. By 10 p.m. they are back to their cells and locked up for the night. The lights go out and the prisoners are left with their thoughts. This routine and the constant lining up are galling and humiliating. But prison authorities have found no better way of regulating the lives of 4,600 men, some dangerous, who must live together in such close contact.



NIGHT IN THE PRISON, with the yard faintly illuminated by stripes of light through the bars, finds two of the inmates sitting in the gloom on steps outside

the educational building. Above the barred windows of the cell block at left is condemned row, where 16 men awaited execution when this photograph was made.



MAIN MESS HALL, where as many as 2,500 men eat at once, is policed by guards who, like the one at right above, hold their guns butt-down on catwalk rail in full

view of inmates. Guards listen to pitch of mess-hall conversation. A loud, high babble usually means that all is well. Silence or low muttering can mean trouble, even a riot.



IN THE DESERTED MESS HALL AN INMATE PAINSTAKINGLY COMPOSES A LETTER TO THE FOLKS AT HOME

OUTSIDE CONTACTS

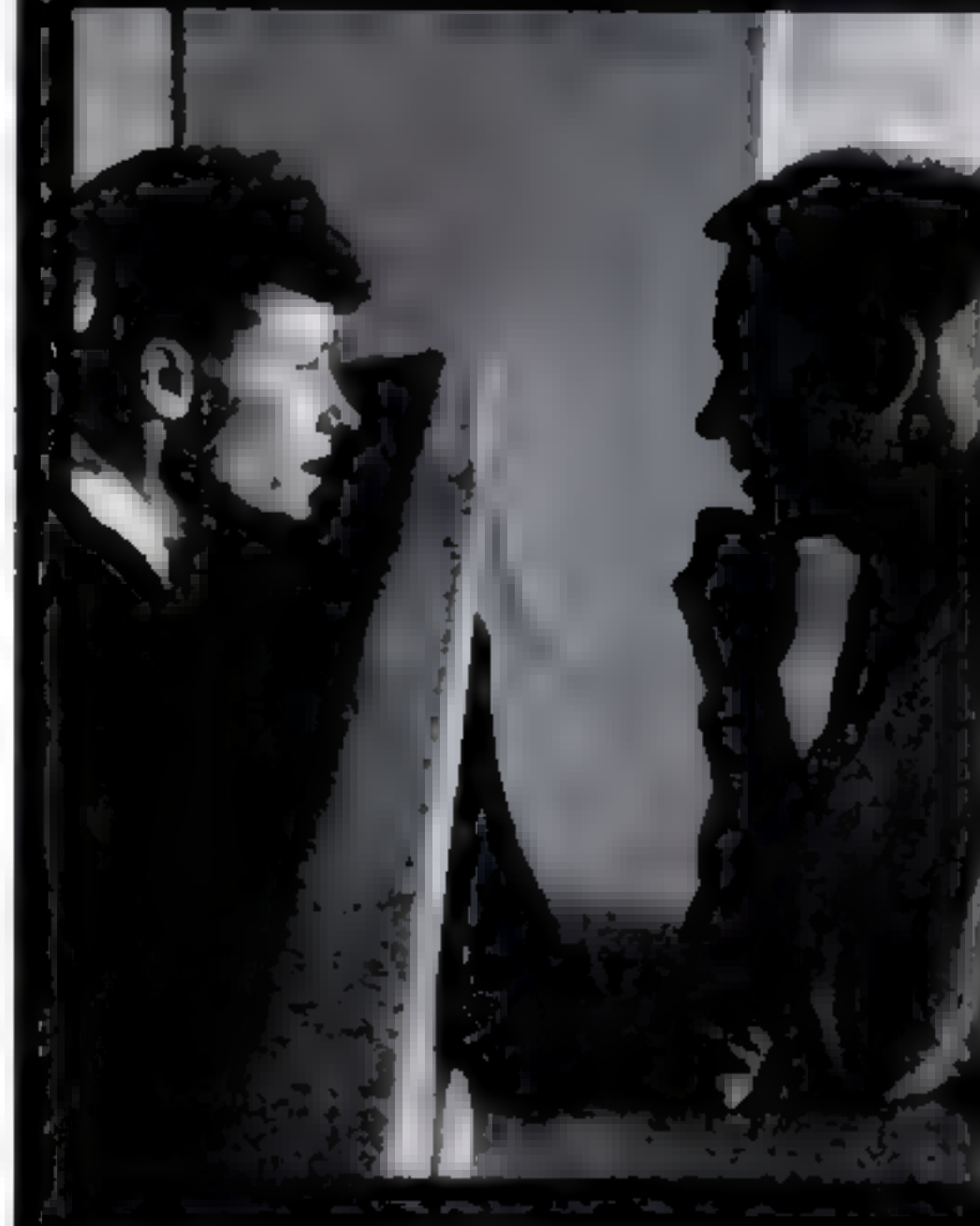
THEY ARE PAINFUL BUT HELP MORALE

No prisoner, not even the many-time loser who is serving a long sentence and has no hope of ever stepping on free earth again, is completely cut off from the world outside. Aside from newspapers, magazines and radio, he can receive an unlimited number of letters, and in a prison like San Quentin he can write three letters a week to his family or friends. (In some less progressive prisons he is limited to one a week, written on a single piece of paper in a short period set aside under prison rules.) Strangely, many prisoners would rather write than receive letters—it gives them a chance for self-expression and for feeling important.

But the strongest link with the outside world is the visitor. As can be seen from the remarkable photographs at right, the brief reunions

with wives or parents are a queer bittersweet mixture of joy and grief, of affection and tension. One prisoner, asked to describe his emotions about visitors, wrote with poignant simplicity, "I cry when they come and I cry when they leave." Yet, for all their painful quality, these meetings are a potent factor in maintaining the morale of the prisoner who sincerely wants to reform. The convict with the best chance of going straight is the one who keeps in close touch with honest parents, a faithful wife or business associates who knew him in better days. The most hopeless convict is the type that sociologists call "the stranger"—the lone wolf who, wherever he goes, remains aloof from his fellows and cold to the ties that bind ordinary men in bonds of affection to friends and families.

SAN QUENTIN CONTINUED



VISITING WIFE, oblivious of the photographer as her expression changes from pain to pleasure to



wistfulness talks with her husband over the chin-high partition of visitors' room. The visitors, only

relatives and close friends, are permitted to visit prisoners once every 28 days. Before they enter they

must pass through a fluoroscope which detects any contraband articles. Visits are limited to an hour.



HONOR PRISONERS, in their own cell block, play ping-pong while a companion looks on. Men about to be paroled are sent to this block for gradual readjustment to freedom.

SAN QUENTIN CONTINUED



IN NIGHTLY ART CLASS INMATE POSES WITH TOWEL FOR TURBAN

RECREATION

THE WARDEN PROVIDES AS MUCH AS SPACE PERMITS

In the three years which most men serve at San Quentin there are what amounts to 300 24-hour days of leisure time, counting evenings, Saturdays and Sundays. For these hours, when the prisoner is most likely to brood or get into trouble, some state prisons make a half-hearted attempt to supply recreation in the form of a weekly movie or in compulsory attendance at Sunday baseball games and boxing matches which many inmates would just as soon pass up. San Quentin, however, does the best it can with its limited facilities and Warden Duffy only wishes that he had the space and equipment to do more. In the prison's honor section (*left*) the inmates have about the same game facilities that would be found in a wartime Army service club. Other prisoners are encouraged to attend night-school classes, go to art and handicraft shops or work out at the gymnasium or with the tumbling team. The prison has its own orchestras and once put on a weekly all-inmate radio show. The theme song was *Time on My Hands*.



WEIGHT LIFTERS meet at night in gym and on Sundays in prison yard, often practice between-times with any heavy object they can find.

WHEN TUMBLING TEAM
WORKS OUT IN YARD
A GUARD STANDS BY





SAM GOLDWYN, a man of many distinctions, is extremely well paid for them. Goldwyn lives simply for one of his high status in Hollywood, however, in a medium sized

Georgian house with only a small swimming pool and one tennis court. Like other Californians, the Goldwyns spend most of their time on the terrace, weather permitting.

Sam Goldwyn

Selznick calls him "maddening"... Zanuck says "Sam... Sam..." and loses his breath... He made Cary Grant and Loretta Young unhappy... But the egoistical old master says, "That's the way I make pictures"

by ROGER BUTTERFIELD

EVERY time I don't agree with somebody they call it a disagreement," said Samuel Goldwyn, the old master of the movie business. "I am not a man who agrees easily. But it is not true that I disagree all the time."

Goldwyn, whose disagreements with other people have shaped Hollywood history for nearly 35 years, was looking particularly agreeable when he made this statement. He was sitting in a large wicker chair on a terrace outside his home in Beverly Hills, Calif., surrounded by roses, oleanders and pepper trees. In one hand he held a cup of tea. Beside him, on a plate, was a twisted English biscuit and a small round pool of honey.

"I am a lone wolf," he continued, in amiable tones. "I am a rebel. I defy every convention. I make a picture to please me—if it pleases me there is a good chance it will please other people. But it has to please me first."

He set down his teacup and emphasized his points by striking himself lightly on the breast of his checked brown sports jacket.

"Yes, I am difficult," he said. "I must be—they all say so. There was a lot of criticism because I threw away nearly \$900,000 worth of work on my new picture, *The Bishop's Wife*, and started it all over again. I can't help that. That's the way I make pictures."

"You might say I had some disagreements on this picture. I threw out the screen play three times. I changed directors in the middle of the picture. Miss Loretta Young would not speak to me because I said to her, 'A bishop's wife is not a glamour girl—I don't like those three layers of make-up.' But after the picture was shown she came over and kissed me."

"I had a disagreement with Mister Cary Grant too. He said, 'You want me to be happy, don't you?' I said, 'I don't give a damn if you're happy. You are going to be here for only a few weeks, and this picture will be out for a long time. I would rather you should be unhappy here, and then we can all be happy later.'"

"Usually when people are happy making a picture it's a—'it's a—'" Goldwyn searched rapidly for the right word and found it—"it's a stinker," he concluded.

Goldwyn should know about making pictures. He has been making them longer than any other independent producer in the world. By 1913 he had left a successful career as a glove salesman to help produce the first feature-length film ever made in Hollywood—an epic of American Indians and London high society called *The Squaw Man*. The picture was made in a rented stable near the present intersection of Sunset Boulevard and Vine Street, and the coyotes came down from the hills at night to prowl around the building. Cecil B. DeMille, the director, shot a couple of them and nailed their skins to the wall.

DeMille was one of Goldwyn's partners in this pioneer enterprise. So was Jesse L. Lasky, who started as a cornet player and became one of the best-known vaudeville and cabaret impresarios in America. Arthur S. Friend, a theatrical lawyer, was the fourth member of the group. Each of these men invested \$5,000 in an organization called the Jesse L. Lasky Feature Play Company. Another \$5,000 in stock was set aside for general sale, while \$5,000 more went to Dustin Farnum as salary for playing the lead in *The Squaw Man*. At the last minute Farnum backed out of the deal and demanded his \$5,000 in cash. "I'm just a poor actor," he told the partners. "I can't afford to take a chance with

\$5,000." He got his money, but three years later the stock he refused was worth more than one million dollars.

DeMille and Lasky kept their stock and eventually became multimillionaires, and they are now prominent producers and leading figures in the Hollywood motion-picture industry. They both agree that they were literally forced into all this by the moviemania and supersalesmanship of young Sam Goldwyn—which is the way Goldwyn remembers it too.

At the time Goldwyn was not named Goldwyn. He was Samuel Goldfish, which was the name he received when he was born in the Jewish section of Warsaw, Poland, Aug. 27, 1882. He was married to Blanche Lasky, Jesse's sister, and the two families lived together in a brownstone house on East 61st Street, Manhattan.

Sam was making about \$15,000 a year as chief sales executive for a glove company, but he could not stay away from the nickelodeon movie theaters on Herald Square, near his office. The pictures he saw there were only a few minutes long—"Bronco Billy" chasing a train and falling on his face, children throwing pillows at each other, a couple of drunks running away from a policeman—that sort of thing. But Sam was completely enthralled. He would come home and pester his brother-in-law all through dinner to go into the picture business.

"He had an idea that you could make full-length stories and plays into moving pictures," Lasky recalls. "That seemed silly to me. They used to call movies 'chasers' in the show business, because they put them at the end of a vaudeville program to chase people out of the theater."

"I told Sam, 'Look, I'm a showman. I want to bring people into the theater, not chase them out.' I told him if he wanted to get into a new business I had a wonderful idea for him. I was raised in California myself and I always loved Mexican-style tamales. I thought if somebody would start a chain of tamale palaces around New York he could make a fortune. I told Sam about it, but he wasn't interested in tamales."

At about this time Lasky hired Cecil DeMille to direct an operetta about California. It was not a bad operetta, but it flopped. DeMille announced he was going to Mexico to think things over, and Lasky, on the spur of the moment, said to him, "Look Cecil, you want a change, you want adventure, let's go into the picture business." DeMille said "Let's," and they shook hands on it. Then Lasky hurried home to tell Sam, "You win—we're in business."

It was Lasky's idea to make their first picture in the West, because he had once visited Flagstaff, Ariz., and had seen a number of Indians standing around the railroad station. "Go to Flagstaff," he told DeMille, who was to direct the picture. "It's way up in the mountains and has sunshine every day. And you can get all the Indians you want for nothing."

DeMille followed these instructions, but when he stepped off the train at Flagstaff the town was almost hidden by a raging blizzard and there was not an Indian in sight. He jumped right back on the same train and continued to the end of the line—Los Angeles.

A few days later a wire reached the other two partners in New York. "FLAGSTAFF NO GOOD FOR OUR PURPOSE," it read. "HAVE PROCEEDED TO A PLACE CALLED HOLLYWOOD. WANT AUTHORIZATION TO RENT BARN FOR \$75 A MONTH. REGARDS. CECIL."

In the New York offices, consternation



PIONEERS (left to right), Jesse Lasky, Adolph Zukor, Goldwyn, Cecil DeMille, founded Famous Players-Lasky Corp. It became Paramount.



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ensued. Neither Sam nor Jesse had ever heard of Hollywood. And the barn seemed completely unnecessary—wasn't California a land of free and unfettered sunshine? Why not make the picture outdoors? However, the following cautious reply was sent: "AUTHORIZE YOU TO RENT BARN ON MONTH TO MONTH BASIS. DON'T MAKE LONG TERM COMMITMENT. REGARDS. SAM AND JESSE"

Meanwhile Sam had been treading clouds. The selling end of the business was to be all his. It was what he had dreamed of for a year or more—selling motion pictures instead of gloves. The day after DeMille's train pulled out of New York, Sam began selling *The Squaw Man*, and long before the picture was finished he had sold \$10,000 worth of exhibition "rights" in every state in the Union. Since the cost of the picture was strictly limited to the original \$30,000 capital, this was a \$10,000 profit already.

In a few weeks DeMille's rolls of finished film reached New York and were put on a projection machine for private showing. It was at this moment that Goldwyn's movie career came closest to utter collapse. What appeared on the screen was an incredible travesty of a motion picture in which actors walked around without heads



"SQUAW MAN" (1913) was Goldwyn's first film venture. Here Dustin Farnum comforts Little Red Wing.

or feet, whole rooms jiggled up and down or spilled over sideways, and darting figures leaped suddenly off the top of the screen. Lasky was flabbergasted; Sam was almost out of his mind with despair. Fortunately an expert from Philadelphia was located who quickly put his finger on the trouble—the perforations on the sides of the various rolls of films were not synchronized properly. When this was done *The Squaw Man* was released and became a considerable success.

Meanwhile DeMille was already at work on a second feature picture, *Brewster's Millions*. This was to be a comedy, as contrasted with the romantic drama of *The Squaw Man*. But when it reached New York and Sam went into a theater to preview it, he came out almost in tears. He had not been able to laugh

throughout the whole picture. "I thought we were ruined all over again," he said, "but the picture was a big hit. I didn't realize then that it is almost impossible to laugh at a picture when you are all alone in a theater."

Lighting by Rembrandt

FOR the company's third production, *The Warrens of Virginia*, Director DeMille worked out a little surprise. At that time most movies were sold on the basis of how clear and sharp the photography was—all the lighting was perfectly "flat," and it was considered important to see the whites of the hero's eyes on the screen. DeMille, who was constantly striving for new effects, photographed one scene with the actor, Raymond Hatton, almost hidden by shadows and only half of his face peering out of the darkness. Soon after this film was sent off to New York for distribution DeMille received an anguished wire from Goldwyn:

"CECIL YOU HAVE RUINED US," it read. "IF YOU ARE GOING TO SHOW ONLY HALF AN ACTOR ON THE SCREEN THE EXHIBITORS WILL PAY ONLY HALF PRICE FOR THE PICTURE."

DeMille thought fast and had a sudden inspiration. "SAM IF YOU AND THE EXHIBITORS DON'T KNOW REMBRANDT LIGHTING WHEN YOU SEE IT DON'T BLAME ME," he wired back. In a few hours he received a triumphant reply: "DEAR CECIL REMBRANDT LIGHTING WONDERFUL IDEA. FOR THAT THE EXHIBITORS WILL PAY DOUBLE." And they did.

Up to this point the disagreements between Sam and his partners had been numerous but not very serious. Business was booming and a long list of new pictures was scheduled. Their pay, which had started at \$150 a week, jumped in two years to \$2,500 a week apiece.

In 1916 they multiplied their assets many times by merging their company with the Famous Players Company, headed by Adolph



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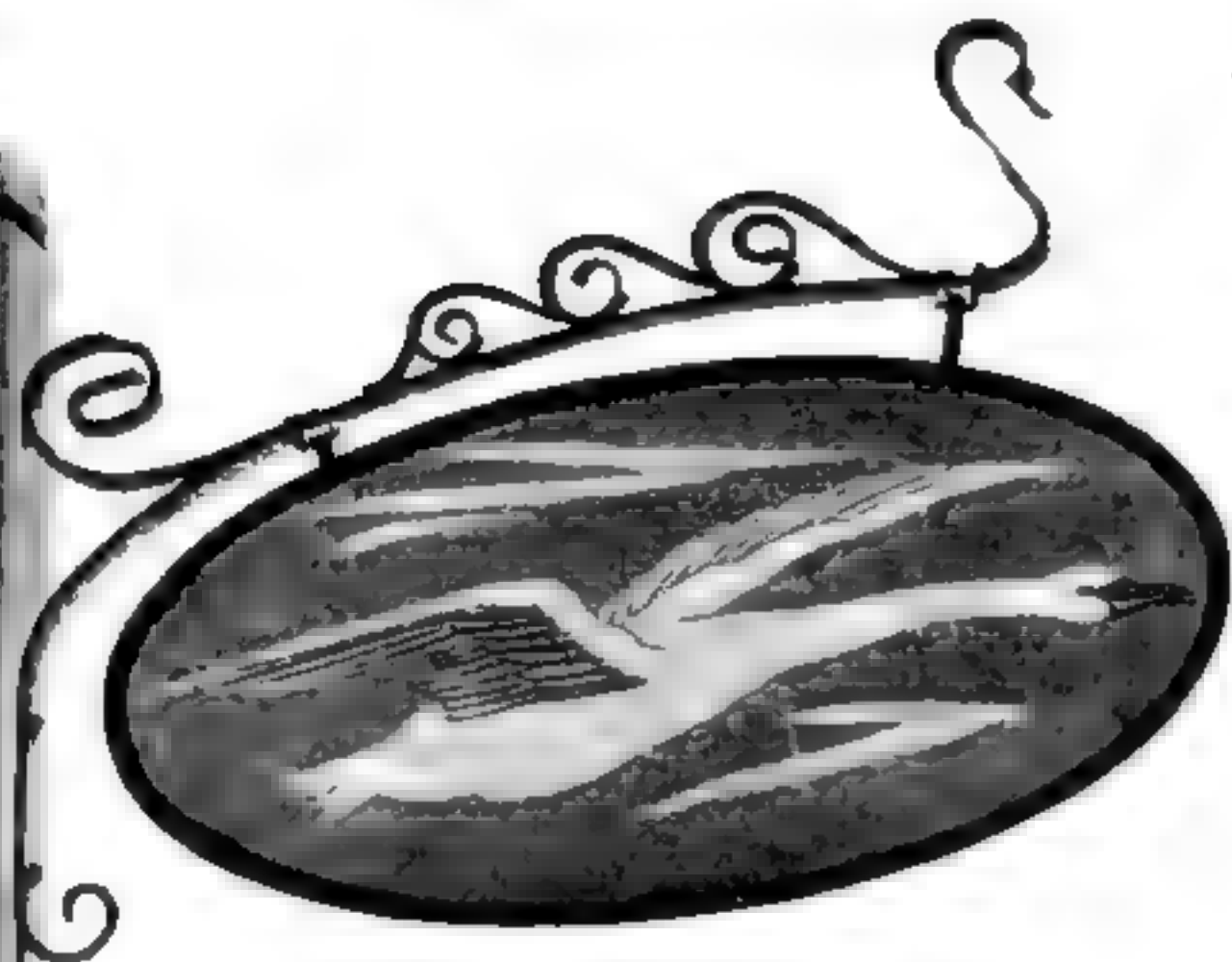


26,000,000 Americans now read LIFE every week.* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

*Source: Continuing Study of Magazine Audiences. Report #9

Undies and Sleepers
Hi-Chair to Hi-School
Nazareth

A MESSAGE FROM BRITAIN



We in Britain look forward to welcoming you, the people of America, to our friendly shores next year.

In spite of many difficulties or temporary restrictions we may be enduring, we can still offer you the warmth of our hospitality, the inspiration of our ancient places and the evergreen loveliness of our countryside.

For some of you, this will be a first experience of the British Isles—with all their old-world color and pageantry and their wide choice of modern diversions and events.

Others, on this visit, will be re-living the good times and great occasions—in the fields of art and sport and commerce—that they shared with us in pre-war days.

And others again, more recently here as our comrades in arms, will find that their very special place in our homes—and in our hearts—has been kept warm for them.

Already, a great deal has been done in preparation for your coming. And, depend on it, between now and next April no effort within our power shall be spared that can help to make your visit with us enjoyable.

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American Lead Pencil Company

THESE WERE EARLY STARS



MAE MARSH, already the heroine of Griffith's *Birth of a Nation*, signed with Sam Goldwyn at 18, retired at 21.



MADGE KENNEDY left Broadway to work for Goldwyn as romantic leading lady, was one of his best attractions.



MABEL NORMAND, popular Keystone comedienne, started with Goldwyn in 1917, was in custard-pie epics.



VILMA BANKY, Hungarian imported by Goldwyn, made hit in *Dark Angel*, was teamed with Ronald Colman.

GOLDWYN CONTINUED

Zukor. The new combination was called the Famous Players-Lasky Corporation and eventually became the parent of the great Paramount studio. But Sam was not a part of it for long. Both he and Zukor were high-strung, temperamental men, with powerful wills which clashed almost daily. The climax came when Zukor made a contract with Jack Pickford (Mary's actor-brother) for \$500 a week, and Sam peremptorily canceled it. Zukor rushed off to his estate on Long Island to brood, while Sam drove round and round Central Park in a taxi. But neither one cooled off enough to give in. About six months after the merger, the other partners bought Sam's interest for a reputed million dollars, and Sam got out of the company.

Sam was then 34 years old and already a millionaire. At once he began feverish maneuvers to get back into the movie business. He persuaded Edgar and Arch Selwyn, Broadway producers and owners of a large library of copyrighted plays, to go into partnership with him. They were to provide the stories, while Sam would hire the stars, produce, promote and sell the pictures. The new organization was called the Goldwyn Pictures Corporation, a name manufactured from the first syllable of Goldfish and the last syllable of Selwyn.

The more Sam heard and saw the name Goldwyn, the more he liked it. One day, without consulting his partners, he went into court with his lawyers and annexed it for his personal use. This move was not appreciated by the Selwyns, who felt—with some reason—that it was as much their name as his. (Hollywood gagsters ever since have pointed out that Sam left them the other two syllables, Sel-fish.) There was not much they could do about it, however. The newspapers announced that "the late Samuel Goldfish" was "not dead but legally annihilated" and that Samuel Goldwyn had taken his place. Before long Sam was blithely talking about "the company which bears my name" when quite the opposite was true.

The first star he engaged for the new company was the celebrated comedienne Mabel Normand. The second was Mae Marsh, the third Madge Kennedy. This was indeed a "glittering galaxy," and the Goldwyn press agents let the world know it. But Sam was



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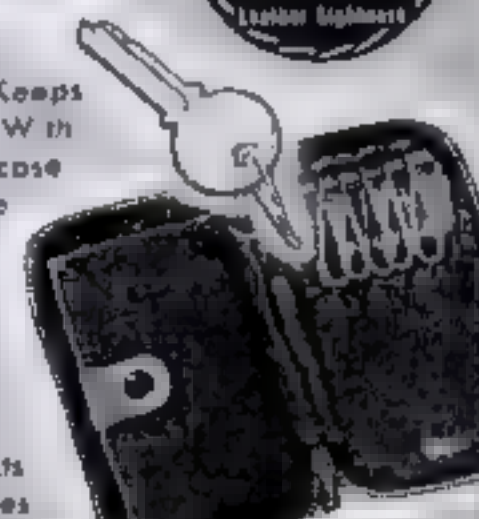
New richness... new sparkle, in personal leatherware. Longer wear and lasting beauty, too—assured by Rumpps' peerless craftsmanship.



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CONTINUED ON PAGE 123



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*Here's **YOUR INVITATION** to join one of the world's foremost clubs*

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■ The distinguished members above have found that after acquiring the Aqua Velva habit they don't feel quite right without it.

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GREASED

Lightning

That familiar steel box perched up there with the birds is full of lightning—and oil . . . The transformer inside tames the lightning—steps the high-voltage electrical current in the transmission line down to "size" suitable and safe for your lights, vacuum cleaner, radio and oil burner.

It's your home guard . . . your sleepless sentry. Oil is the only moving part, circulating around the transformer, absorbing heat and throwing it off—and insulating the coils in the bargain.

If the oil oxidizes, forming sludge, its circulation and cooling effect slow down. The hotter it gets, the faster sludge forms. You have a vicious circle. Insulation rots, the transformer goes off duty—may actually burn up. Oil's function is so important that Shell Research was asked for a BETTER transformer oil.

Shell scientists have spent years in the study and production of oils which definitely retard oxidation and sludging. Consequently, they had a head start when they tackled the problem of sludging in transformer oil . . .

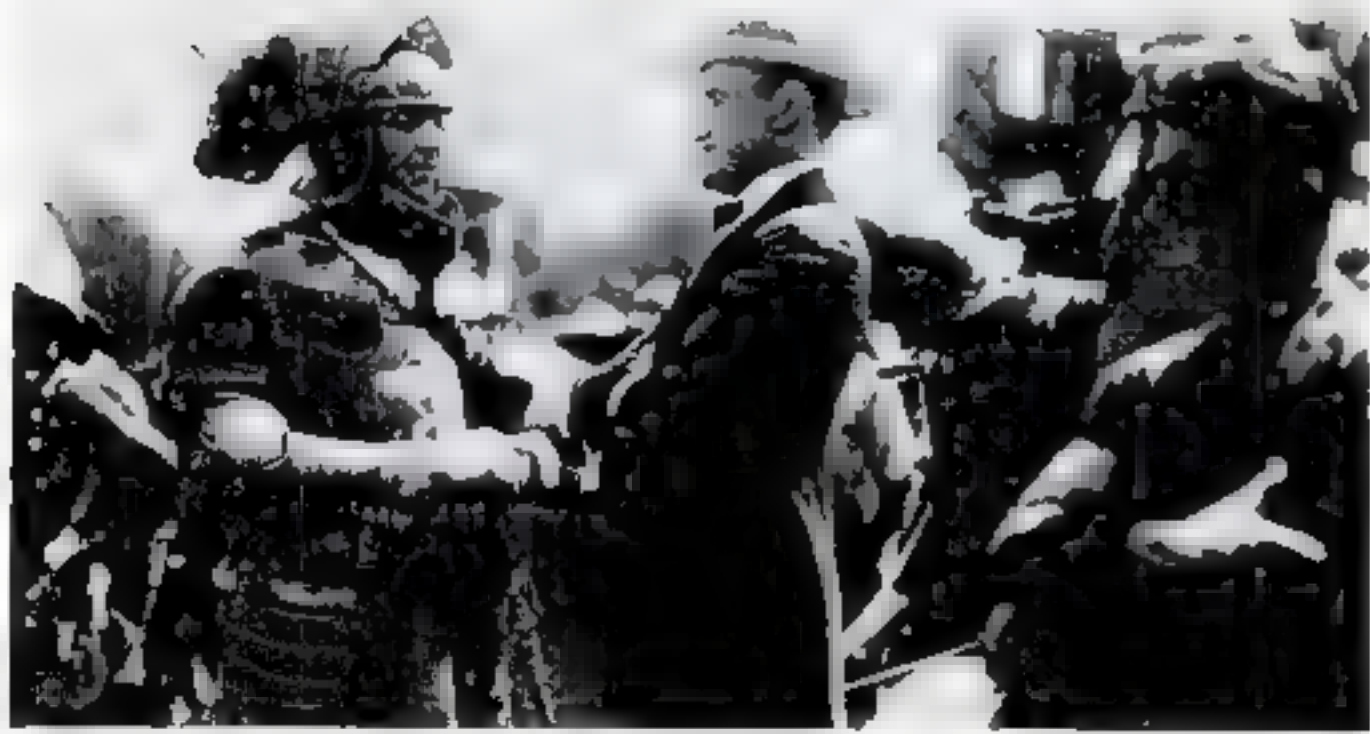
And they moved fast. Their new transformer oil is ready. Accelerated tests in the laboratory show that Shell's new transformer oil undergoes no appreciable deterioration in the laboratory equivalent of 50 YEARS' USE.

Development of the new "50 year" transformer oil is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

**Out of Leadership in Research
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You get a share of the advancing knowledge of Shell scientists when you have your crankcase re-filled with Shell X-100 Motor Oil.





COSTUME EPICS became popular before World War I, were big money-makers. Goldwyn's *Joan the Woman* (1917), directed by Cecil B. DeMille, teamed Hobart Bosworth (at left with Goldwyn) with Diva Geraldine Farrar.

GOLDWYN CONTINUED

far from satisfied. He hired Jane Cowl, Maxine Elliott and Pauline Frederick. He hired Geraldine Farrar and the Ziegfeld Folies cowboy, Will Rogers. He hired the most highly publicized opera singer in the world, Mary Garden, and paid her the unheard-of sum of \$150,000 for 10 weeks' work.

The Goldwyn production of *Thais*, starring Mary Garden, was one of the most colossal flops in movie history, both artistically and financially. The famous diva did not take kindly to the directions given her in the movie studio; in fact, she did not take directions. She heaved, rolled her eyes, sawed the air with her arms and sang as violently as she would have on the Metropolitan Opera stage. In the parlance of Hollywood, she "acted all over the place." The trouble with this was that the audiences of 1918 could not hear her voice. All they got was the heaving and eye-rolling, and it made them laugh.

Among the eminent authors that Goldwyn enticed to Hollywood in this period were Rupert Hughes, Rex Beach, Gertrude Atherton and Gouverneur Morris. He also invaded Europe in his search for authors. He paid Anatole France \$10,000 for the rights to *Thais*. He tried desperately to snare George Bernard Shaw, but Shaw could not be had. After one of their discussions an English reporter called on Shaw and asked how they had got on. "Everything was fine," the great Irishman replied. "There is only one difference between Mr. Goldwyn and myself. Whereas he is interested in art, I am interested in money."

Yet with all this pleasant excitement and international publicity, the Goldwyn company did not do well. Goldwyn had overexpanded his distribution outlets: he had personally visited England, France, Germany and other countries and opened Goldwyn sales offices in places where American films had been seen but rarely. The producing end of his company could not make enough pictures to keep the selling end busy; as a result the cost of distributing Goldwyn pictures ran as high as 50% of the gross, whereas not more than 20% was considered a reasonable margin. The Goldwyn company, in fact, was held together only by the \$7 million which had been invested in it just after the flush war years by the Du Pont family and several other financiers. These powerful interests naturally did not like to lose money and demanded changes. By 1923 Goldwyn had been forced to sell out again and the Goldwyn company was swallowed up in the great merger which created Metro-Goldwyn-Mayer Pictures Corporation.

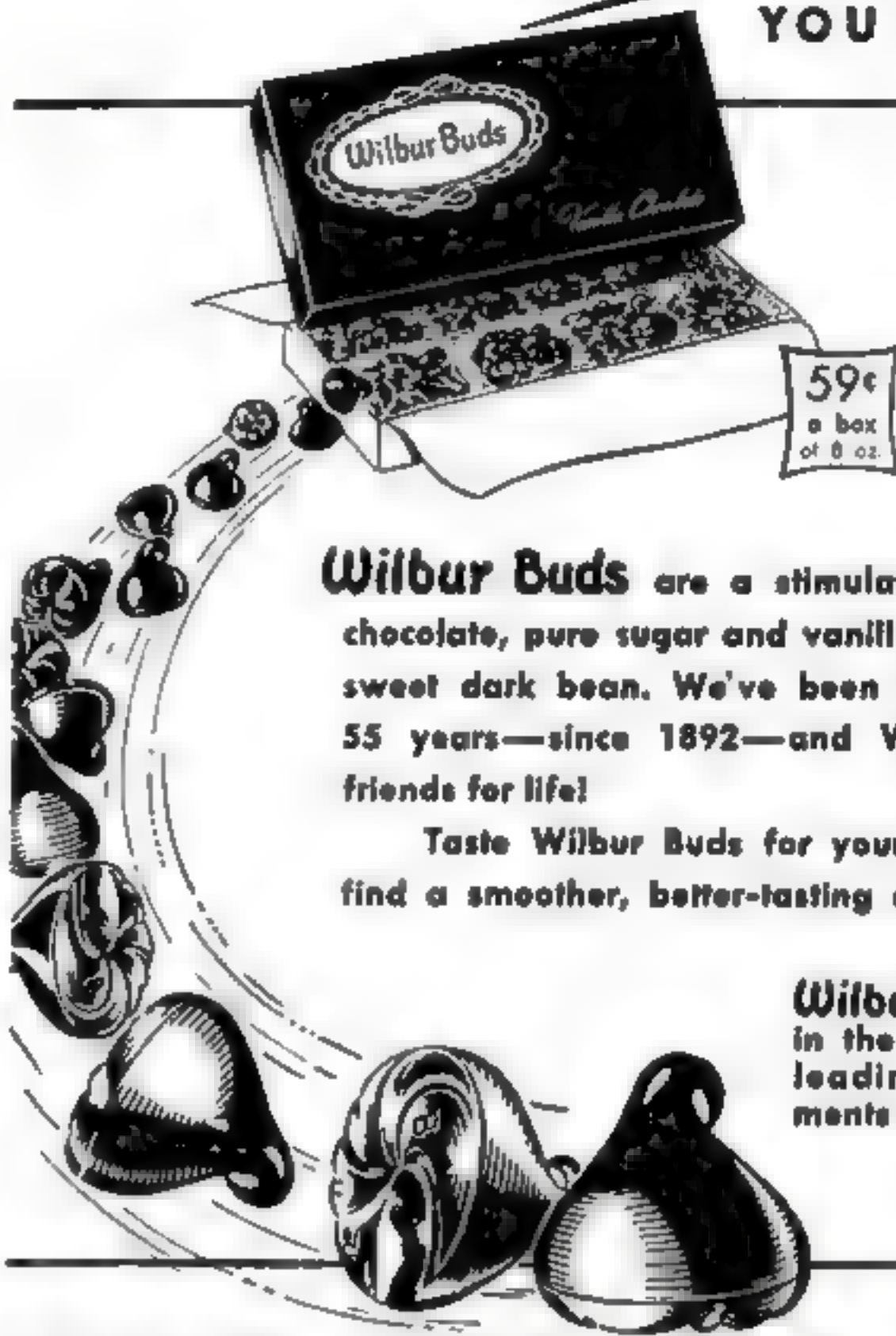
What's in a name?

ONCE again there was a sharp disagreement over names. The managers of the new combine had paid a large price for the Goldwyn company, but they had bought no part of Sam Goldwyn. When he announced he was going to make pictures again under his adopted name, Metro-Goldwyn-Mayer brought suit to prevent him. From the business point of view they had a good case, but Sam's outraged protests could be heard all the way from Culver City to Times Square. Eventually an agreement was reached whereby he could attach the name "Goldwyn" to his pictures, provided he always put "Samuel" in front of it.

A large part of the movie-going public, however, still persists in regarding Samuel Goldwyn and Metro-Goldwyn-Mayer as one and the same thing. At the present time, this does not upset Goldwyn a bit. "I think Metro-Goldwyn-Mayer is a very fine company," he said recently. "They are doing a great job. They haven't hurt me a

CONTINUED ON NEXT PAGE

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Look! You can have this handy wall-fold can opener for less than wholesale cost! Lassie makes this bargain offer so your dog can enjoy not just 1, but all 3 Red Heart flavors... so your dog can benefit from the complete, balanced nutrition that is contained in every can of improved Red Heart 3-Flavor Dog Food. Just send 25¢ in coin and 3 Red Heart labels (one from each diet: A, B and C) to Dept. B1.

*A product of

JOHN MORRELL & CO., MEAT PACKERS
General Offices: Ottumwa, Iowa

GOLDWYN CONTINUED

bit." To appreciate the full flavor of this remark, one should remember that M-G-M, which has the largest movie studio in the world, makes from 30 to 40 feature pictures a year, while Samuel Goldwyn rarely makes more than three.

Once more, and this was only 1923, Goldwyn was out of a job. Once more a company which he had helped to establish was going on without him to become one of the giants of the industry. Yet Goldwyn was not discouraged. He retired for a few months to a



MARY GARDEN, the famous opera singer, was one of celebrities hired by Goldwyn. Her first film, *Thais*, was a complete flop.

house on Long Island and dictated his "memoirs" to a ghost writer. These were published in *Pictorial Review* and as a book under the title *Behind the Screen* and netted Goldwyn nearly \$100,000. With this money and the one million dollars he had salvaged from the Goldwyn company, he went right back into the movie-making business. This time he was determined to be a real "independent." There were to be no more partners to argue with—no more troublesome outside investors. What money he needed he would borrow in his own name. He would rent a studio of his own. Goldwyn was to be the one and only boss of Samuel Goldwyn, Incorporated, and that is the way it has been ever since.

In the 24 years that he has been producing pictures Goldwyn has made such notably fine and interesting films as *Street Scene*, *Arrowsmith*, *Dead End*, *Wuthering Heights*, *Dodsworth*, *The Dark Angel*, *The Little Foxes*, *The Children's Hour* and *The Best Years of Our Lives*. He has turned out a number of better-than-average comedies and musicals featuring Eddie Cantor, Bob Hope, Danny Kaye and the so-called "Goldwyn Girls," a group of beautiful chorines that included at one time Paulette Goddard and Betty Grable. He has also issued a stream of rather mediocre pictures which do well at the box office, and he has produced a full quota of what he and Hollywood call "stinkers." *The Adventures of Marco Polo*, which gave Gary Cooper an opportunity to discover spaghetti in medieval China, and the incredibly named *Woman Chases Man* may stand as fair examples.

Goldwyn usually explains his worst pictures by remarking casually that he wasn't around the studio when they were made. In the case of *Woman Chases Man*, he has been known to place the blame on a writer named Edward Chodorov, who was not there either. Chodorov, whose reputation is high in Hollywood, was called in to see if he could improve the outlined script for the picture. He gave it one reading and announced it was so terrible that he would not have anything to do with it. Whereupon Goldwyn became very angry and ordered him out of his office.

Years passed, and *Woman Chases Man* became nothing but an unhappy memory in the Goldwyn studio. One day someone suggested to Goldwyn that he call in Chodorov to work on a completely new story.

"Chodorov! Chodorov!" cried Sam. "I won't have anything to do with that fellow! He was connected with one of my worst failures!"

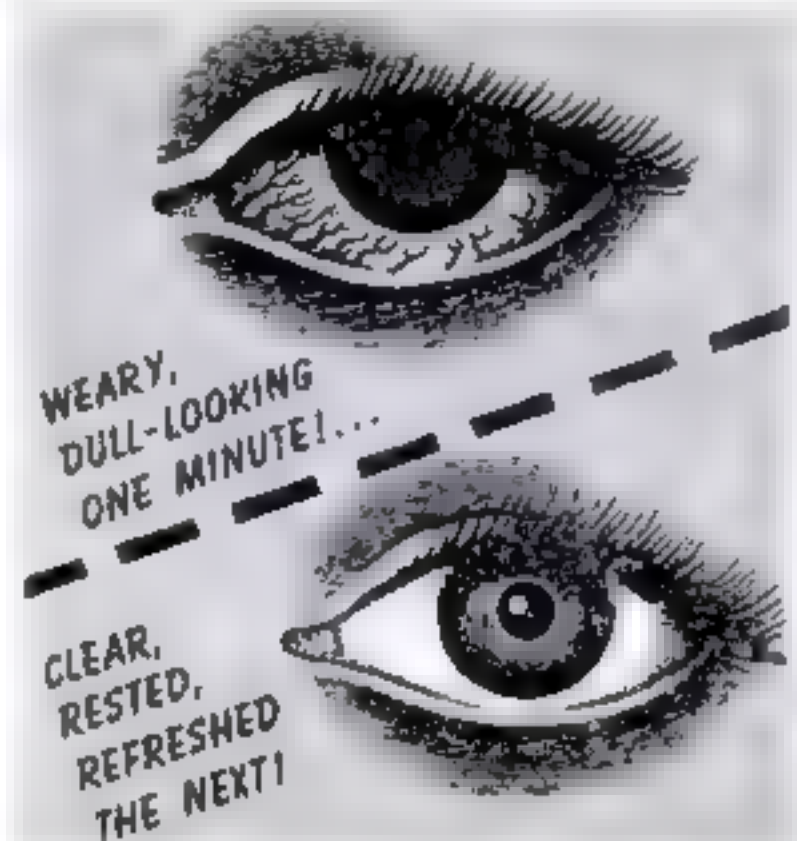
There is a legend in Hollywood that when Goldwyn first became an independent producer he called in the head of his publicity department and said, "David Belasco became a famous producer by wearing his collar wrong side around. What can I do to make myself famous?" And shortly afterward the Goldwyn gag, or "Goldwynism," was born.

A Goldwynism, as practically every newspaper reader knows, is



GOLDWYN'S MARRIAGE to Frances Howard, ex-Broadway actress, took place in 1925. This is picture taken after ceremony.

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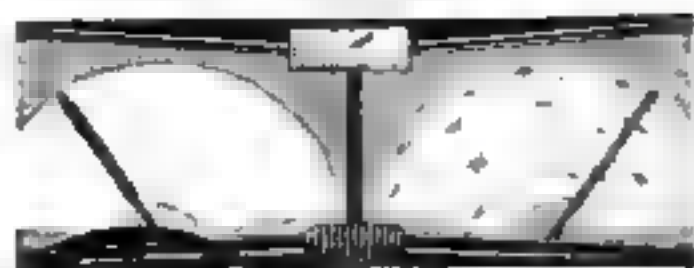


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Prove that your WINDSHIELD... like all others... has LOW SPOTS... hard to wipe clearly... using ANYTHING BUT the NEW...

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YOU WIN THIS WAY

Simply ask your good gas-pump man next time you buy gas... to install for you... quickly out on the driver's half of your windshield... one ANCO Clear-Flex Wiper Blade.* Deposit with him only the regular price... printed on its box. Keep your old Blade... if you like.

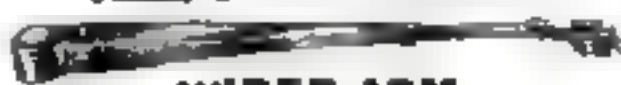
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GARY, INDIANA



AT HOME the Goldwyns rarely indulge in lavish entertainment. Projection booth in library is a necessary appurtenance of Hollywood producer's house.

GOLDWYN CONTINUED

a funny mixture of words said by—or attributed to—Sam Goldwyn. There are thousands of Goldwynisms in circulation, and many of them are genuine. It was Goldwyn himself who said, "I'll write you a blanket check," and "The publicity for this picture is sweeping the country like wildflowers," and "I never put on a pair of shoes unless I've worn them for at least five years." It may well have been Goldwyn who said, "A verbal contract isn't worth the paper it's written on," and "I had a monumental idea this morning, but I didn't like it."

At first all available Goldwynisms, genuine and false, were snatched up by Goldwyn's high-powered publicity staff and ladled out in batches to columnists and feature writers. When the supply ran low, new ones were invented. Jokebooks were ransacked for likely old gags which could be pinned on Goldwyn. There came a time, however, when Goldwynisms became annoying to Goldwyn and his family. The publicity men were then instructed to discourage the Goldwyn gags. A special campaign was undertaken with the cooperation of such prominent columnists as Walter Winchell, Leonard Lyons and Hedda Hopper, who had rarely passed a week without printing half a dozen hilarious Goldwynisms. The argument was used that these jokes had a damaging effect on Sam Goldwyn Jr., who was then attending the University of Virginia. As a result the publication of Goldwynisms ceased almost entirely for several years. (In the midst of this campaign, however, the Reader's Digest sent Goldwyn a check to pay for a Goldwyn gag which it had reprinted from a Broadway column. It was almost a week before the Goldwyn studio settled down to normal after that.)

"Sam has class"

NEW Goldwynisms still appear, for the true origin of the Goldwynism was not in any publicity department but in Goldwyn's teeming, restless and effervescent brain, which is constantly outracing his tongue. As a result, when he grows excited his words get twisted. Moreover, his speech retains a strong Polish-Jewish flavor—he pronounces wolf as "vulf" and convention as "convention." But he is neither ignorant nor uneducated. He is a highly cultivated man of many and diverse talents. As Fred Astaire once put it, "Sam has class."

Although his company is tiny compared with the great producing studios of 20th Century-Fox, M-G-M, Warner Bros., Paramount and RKO, Goldwyn is still Hollywood's most resounding mouthpiece. His statements on almost anything command more newspaper space than those of any other producer, large or small. If placed end on end, these statements seem curiously mixed. Goldwyn attacks Hollywood violently and also defends it violently. He praises British films when arriving in England and denounces them when he is ready to leave. He makes a series of exciting pictures

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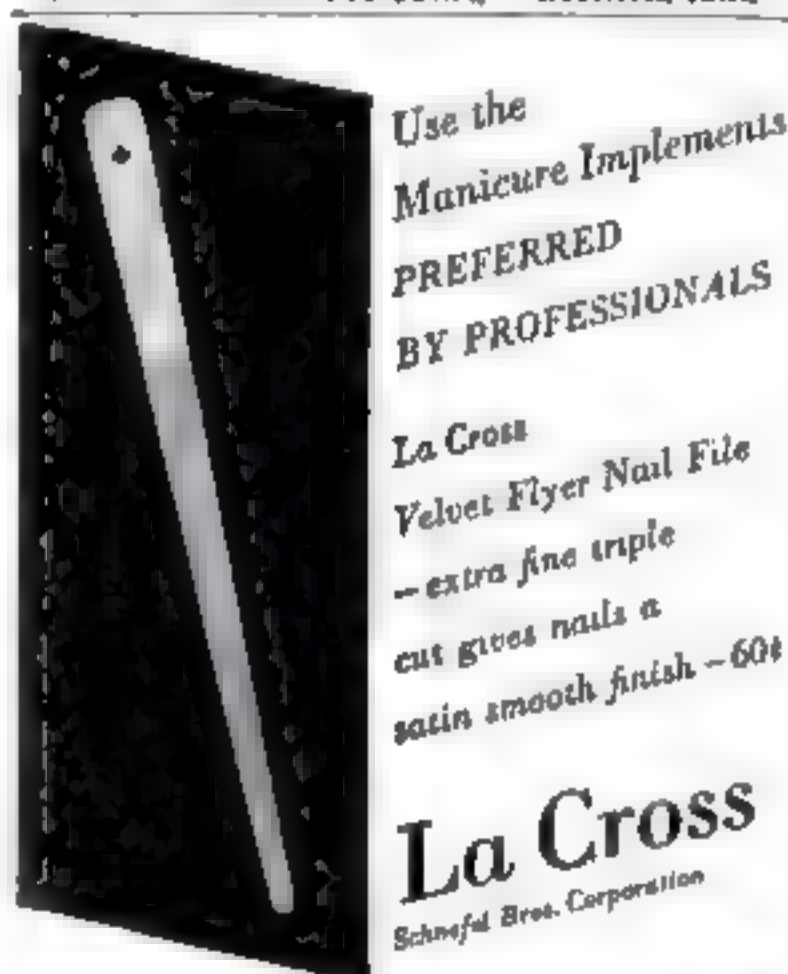


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"LAMSDOWN", CHATHAM'S FINEST QUALITY BLANKET in 100% virgin wool with a luxurious suede-like finish. Medium-weight, satin bound. Exquisitely packed in a white closet box with a floral motif. Seven flower color combinations shown above. \$16.95. Extra wide and extra long, 80" x 90", \$18.95.



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Milwaukee . . . home of America's finest beers . . . and we're pleased to say that Blatz is Milwaukee's first bottled beer. If you can't get Blatz, please be patient. We're growing as fast as good brewing and good brewing will let us, to bring Blatz to your neighborhood—soon.

Milwaukee's best . . . America's best . . . Bottled here

Blatz Brewing Co. Established 1861 in Milwaukee, Wisconsin





SAM GOLDWYN JR. is greeted by War Minister and Mrs. Bellenger at London premiere of *Best Years*. Young Sam works for Arthur Rank productions.

GOLDWYN CONTINUED

about crime, and then, when he is through, he demands that Hollywood stop making crime pictures.

One of his persistent themes is that "everyone in Hollywood should work harder." (Goldwyn himself works harder than most people in Hollywood.) Another is that "Hollywood makes too many pictures." (If Hollywood would make less, the exhibitors would have to run them longer, and this would mean more profits for Goldwyn, who makes very few pictures anyway.) Another Goldwyn crusade is "the double feature must go." (This, too, would mean a greater gross for Goldwyn.)

Darryl F. Zanuck, executive head of the 20th Century-Fox studio, has long been a student of Goldwyn's public statements and behavior and recently made some shrewd comments about them for the benefit of this article. While discussing Goldwyn he paced excitedly from one corner to another of his enormous office and occasionally struck his forehead with a clenched fist or flung out his arms in a frantic gesture to indicate mental agitation.

"Sam is a very great showman, with tremendous courage and instinctive talent," Zanuck began. "The very fact that he has successfully outlasted all of the original group of Hollywood producers attests to his unusual qualifications. I don't believe that he has ever started a picture with any thought of compromise, regardless of whether it was a so-called epic or a hokum comedy. He spares neither himself nor his money in an effort to get the best on the screen. In addition he is a shrewd businessman who balances important pictures with good box-office hoke.

"But as a publicity expert, at getting attention and newspaper space for Goldwyn, he is absolutely a past master—a genius—the greatest in the business. He doesn't need any help from anybody for that. If he doesn't have any significant pictures to release, if he is putting out some little musical comedy or other, he will issue a statement that it's Hollywood's job to brighten the lives of the people and not worry them about serious issues. And then, when he has a significant picture to release and he knows it is going to be praised for its significance—something like *The Best Years of Our Lives*—he will wait until just a day before it comes out and issue a statement saying that Hollywood isn't producing enough significant pictures!

"My God! It's so obvious! Nobody else would have the nerve to do it! But it doesn't faze him! He never bats an eye!

"Sam—Sam—" Zanuck struck his forehead with his right fist and seemed to lose his breath for a moment. "Well, I'll tell you. It's chemically impossible for Sam ever to see any other viewpoint than his own. There's nothing intellectual about it. It isn't a matter of arguing, or logic. It's just chem-i-cally im-possible.

"He called me up one day and said he had been dealing with a certain company, and they had done something to him, and he was never going to deal with those so-and-so's again. I asked what they had done, and he began to tell me, and I could see that they were right! I said, 'Why, Sam, I can't go along with you on this—they were right! And so what do you think he did? He said, 'That's the trouble with this industry—they never stick together!' And he hung up the phone!

"Of course you know the old story—it's been printed a thousand times how he called me up and said, 'Darryl, you and I are in trouble.'

CONTINUED ON NEXT PAGE

**THEY'LL ALL
WANT "SECONDS"—**

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French's Potato Salad . . .

Combine 4 cups cold boiled potatoes, cubed; 1 onion, chopped; 2 tbs. chopped parsley; 1 cup chopped celery; 1 tsp. salt. Mix with dressing made by beating until light and fluffy; 4 tbs. French's Mustard; 2 tbs. evaporated milk or light cream; 2 tbs. sugar; 2 tbs. vinegar; $\frac{1}{4}$ tsp. salt.



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GOLDWYN CONTINUED

I said, 'What trouble, Sam?' and he said, 'You've got a certain actor and I want him!' Imagine! I had the actor, and I was in trouble. I nearly fell off the phone.

"But with all that I want to make it clear that Sam is one of the really great successes of Hollywood. You just cannot argue with that fact, nor can you charge it off to luck. This is a very tough business and anybody who has stuck with it the way Sam has, and stayed close to the top from the beginning, is entitled to a bit of sunshine now."

David O. Selznick, the producer of *Gone With The Wind*, *Since You Went Away* and other movie epics, also had some instructive things to say about his friend and competitor, Sam Goldwyn.

"I admire Sam," he said. "I admire his bulldog tenacity, his extraordinary good taste and his daring. If a picture can be made just 10% better by spending another million dollars on it, Sam will spend it. He has been one of the best and healthiest influences in Hollywood over a period of many, many years. He has never stopped fighting for better films from the industry and he has never stopped making them himself."

"It's fabulous that after all these years Sam can maintain his excitement and enthusiasm for making pictures. He really loves this business. Of course he has his little faults and eccentricities just like all of us. Arguing with Sam is the most maddening experience in Hollywood. It is probably responsible for most of the frustrated feelings and table-poundings of Hollywood big shots. All the time you're talking to Sam you can see that he is just thinking of what he is going to say next—he uses your argument as a chance to rest up and think of new ones for himself."

"He had an argument once with an exhibitor about the price of one of his pictures. Finally he told him to go ahead and show the picture, and they could settle on a price later. The exhibitor should have known better, but he did it. When it came time to pay, Goldwyn demanded a lot more money than the exhibitor's total profit. Nick Schenck, of Loew's Inc., was called in as an arbitrator. He went to the exhibitor and said, 'Look, it isn't worth all this fuss—give him everything you made on the picture and call it quits.' The exhibitor agreed to do this and Schenck went to Goldwyn. 'This man is willing to give you every cent of profit he made,' he said. 'Now are you satisfied?' 'No, I'm not,' Goldwyn told him. 'If he had been showing any other picture but mine he would have lost money.'

"I'll tell you a story that happened to me. One time Sam was after me to come in with him and make pictures in the same studio. The idea was that we could use the same offices and sets and both save some money. I wasn't very keen on it and finally I said no, the deal was off. That was on the telephone. Fifteen minutes later Sam was in my office. He said, 'You're afraid of me, aren't you?' I said, 'Yes, I am, Sam. Why should I think I'm the only man in Hollywood who can live with you?' He said, 'I'll tell you what I'll do. If you or any of your people ever think you're not getting a fair deal, you can come direct to me, and I will prove to you how wrong you are!'

"I said, 'That's just what I'm afraid of, Sam.'"

"I love the ground I walk on"

A SIMILAR experience once occurred to William Wyler, the director who has guided many Goldwyn successes to the screen. One evening a new picture was being previewed and Goldwyn announced that he could not understand a certain scene. Wyler insisted that it was perfectly easy to understand, and as proof he turned to Sam Goldwyn Jr., who was then 15 years old. "Do you understand it, Sammy?" he asked. "Sure," said Sammy. Whereupon Sam Sr. turned on Wyler and demanded scornfully, "Since when are we making pictures for kids?"

A Goldwyn publicity man once resigned because his boss telephoned him to complain that he wasn't getting enough newspaper publicity for a new Danny Kaye picture. The publicity man thought he had been doing pretty well, and he inquired, "What newspapers have you seen, Mr. Goldwyn?"

"What do you mean, what newspapers have I seen?" came the wrathful reply. "I'm down here in Palm Springs, and I haven't seen any newspapers for a week."

Perhaps the most delightful of all Goldwyn stories concerns *The North Star*, a picture of Soviet Russia at war which Goldwyn made in 1943. Goldwyn really put his heart into this film, which was not, however, his best box office success. When it was all finished he called his staff in and gave them a pep talk.

"I don't care anything about box office on this picture," he said. "I don't care how much money it makes. I just want every man, woman and child in America to see it."

In 1915 Goldwyn was divorced from his first wife. Ten years later

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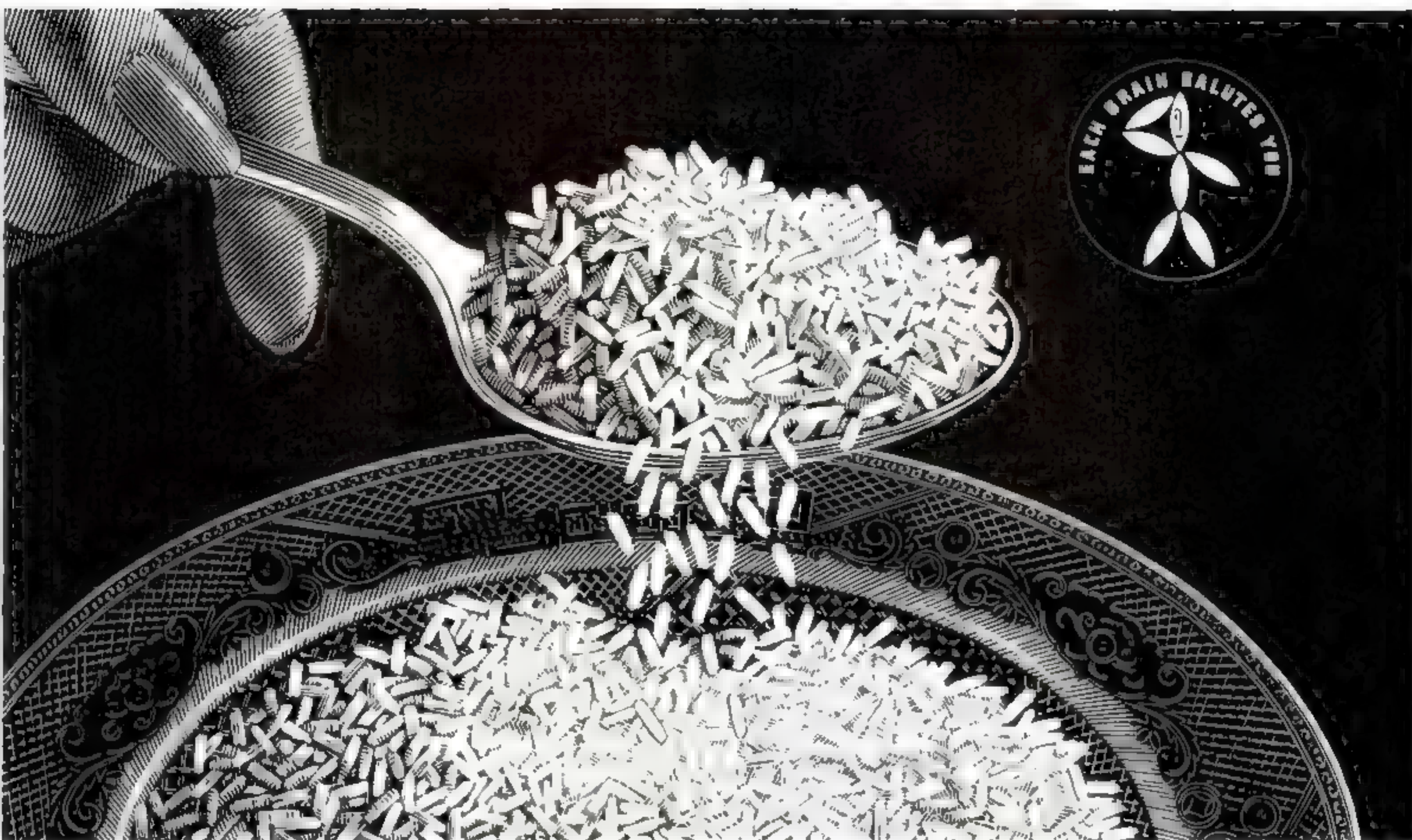
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Leading chefs like it because it fluffs up—looks nicer on the plate. They have learned, too, that it may be kept, either hot or cold, without gumming up or sticking to the pan. Naturally it goes further. You will like it for the same good reasons.

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B Vitamins Saved

This is the product that *The Reader's Digest* called a "Revolution in Rice."

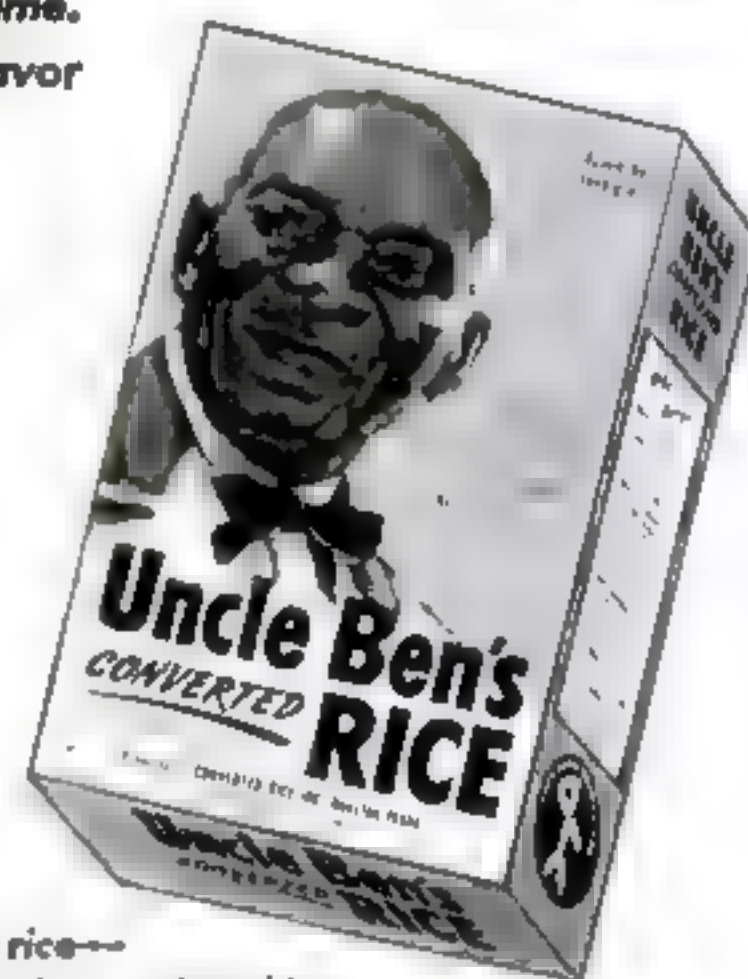
This is the product that the U. S. Army Quartermaster Corps took

control of during the war because of its high vitamin value and because it kept better in any climate.

This is the product that nutritionists have been enthusiastic about because our new patented process (exclusive with Uncle Ben's) saves, in the rice kernel itself, a high percentage of B vitamins and other whole-grain properties that are largely lost in ordinary polished rice.

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is truly one of nature's
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GOLDWYN CONTINUED

he met a blond young Broadway actress at a gala party in the apartment of Condé Nast, high above Park Avenue. Her name was Frances Howard, and Goldwyn had once refused to give her a job in his studio. (He did not remember that, but she did.) He had, however, seen her on the stage recently, and he told her he thought she had made a great mistake by bobbing her hair. Three nights later he asked her to marry him, and she agreed. She was 21 then, and he was 43.

Since then, in Hollywood, the Sam Goldwyns have been considered almost the perfect couple. For years she spent every morning at the studio with him, reading scripts, planning his lunches and smoothing out as many of his disagreements as possible. After going about her own affairs in the afternoon, she would call for him in the evening with the family car, which would drop them about 3 miles from their hilltop house so that they could walk home together. Sam has always been a fastidious dresser, and he will not carry a watch, a wallet or so much as a nickel in change because he doesn't like wrinkles in his pants. Once he picked a plum off a fruit stand and walked half a block eating it before he was caught by the owner. His chauffeur, who usually follows him with the car, had to pay for the fruit.

The apple of the Goldwyns' parental eyes is Sam Goldwyn Jr., a high-spirited youth of 21 who—when he is wearing his glasses—bears a startling resemblance to the photographs of the 21-year-old Franklin D. Roosevelt. At present Sam Jr. is working in the J. Arthur Rank movie organization in England and seeing as many good foreign-made films as possible. Someday, no doubt, he will come back to Hollywood.

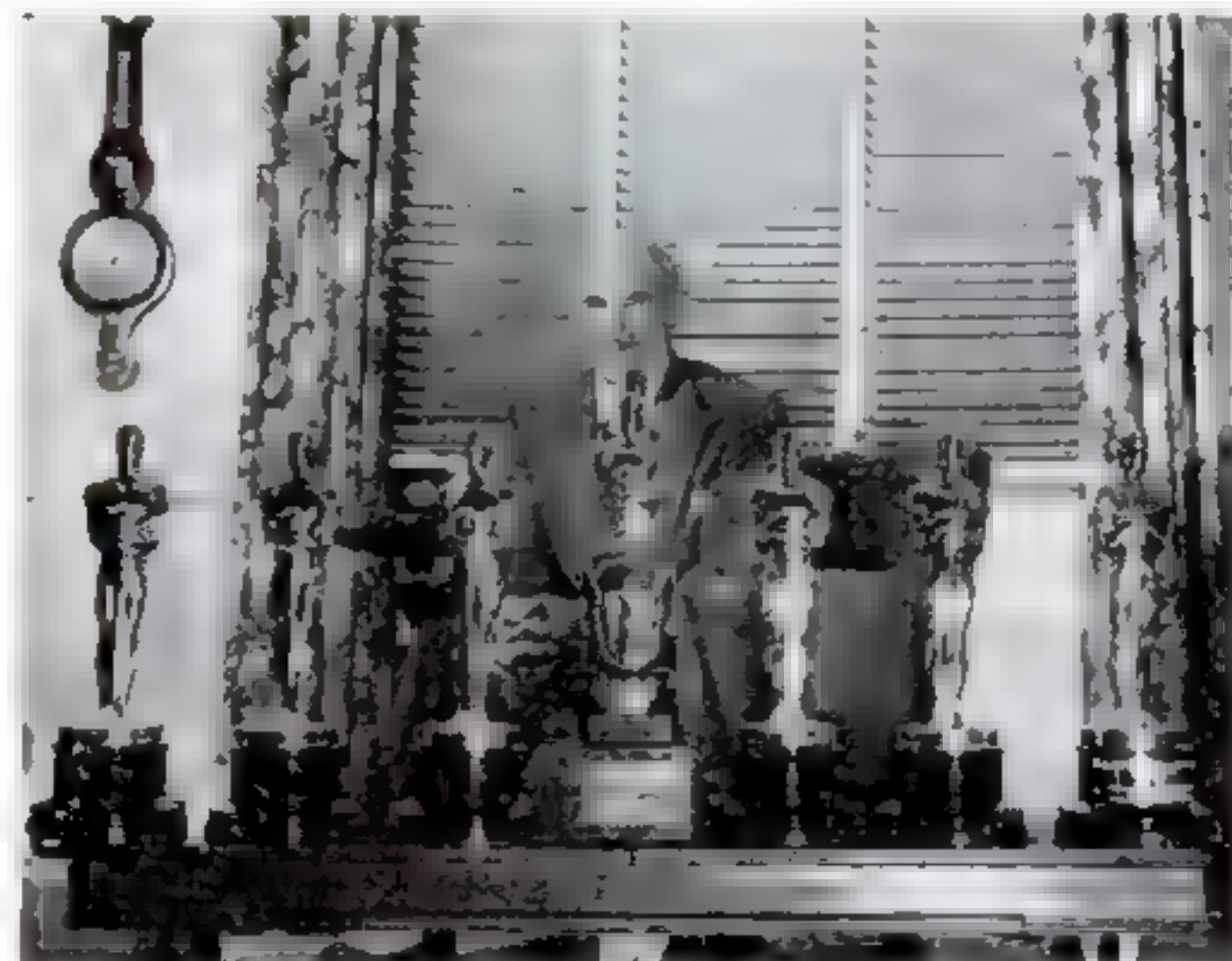
For the elder Goldwyn it is an exquisite experience to think of his long-legged American son playing tennis and hobnobbing on equal terms with prominent people in London and other great cities. Sam Sr. still has a mental picture of himself as a skinny, poverty-stricken Jewish boy who ran away from the ghetto of Warsaw, begged his way across Germany, heaved coals in an English blacksmith shop at the age of 12 and miraculously found fame and fortune in America, the land of opportunity.

"I resent anyone who attacks the ideology we live under—democracy," he said recently. "Believe me, I love the ground I walk on. Just look what it has done for me!"

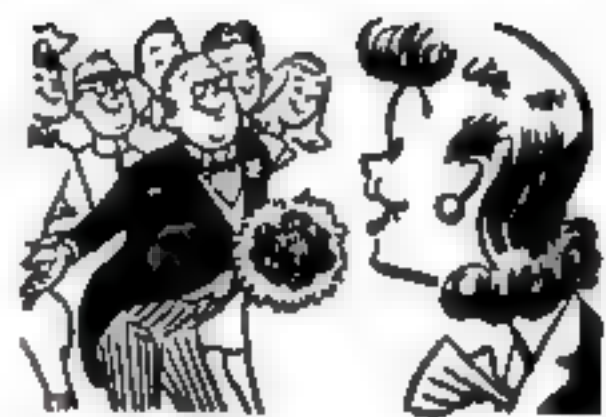
This year, a few months before his 65th birthday, Goldwyn attended the ceremonies of the Academy of Motion Picture Arts and Sciences with most of the celebrities of Hollywood and heard his 1946 success, *The Best Years of Our Lives*, acclaimed as the finest picture of the year. An unprecedented total of nine awards—for best acting, best directing, best music, etc.—went to *Best Years*. Some critics have gone way out on a limb and called it the best picture ever made in America. It cost about \$3 million to make, and it will probably take in more than \$10 million at the box office. (The Academy Award was worth an extra one million dollars in itself.)

Goldwyn, who is an emotional man, wept tears of unabashed joy during the award ceremonies. But when I saw him recently he insisted that his feelings of happiness had largely passed.

"It is not good enough to be good," he said. "I never was bad on purpose in my life. Suppose next time I make a stinker? I'm worrying about that."



EIGHT OSCARS, Thalberg Award (center) and 16 other prizes rewarded Sam Goldwyn for *Best Years of Our Lives*. Film will net more than \$7 million.

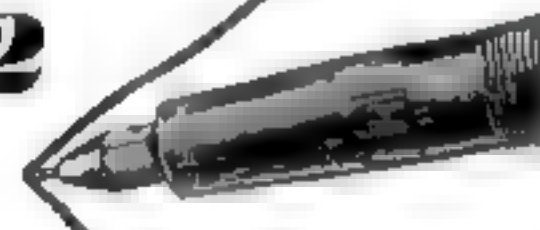


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THE SHOE ON THE LEFT IN THIS UNRETOUCHED PHOTOGRAPH IS THE REGAL REPRODUCTION STYLE NO. 4550

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MISSOURI MULE Does he always say "no" when you want to try new things and go new places? Yet, after his usual "no" and "temporarily no" he always comes back to the Hamilton. The Doyan below has the finest Medallion movement. **\$96.**

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The watch box below is packed to suggest Hamilton. See your dealer for other appropriate Hamilton gift watches from \$52.25 up. Prices include Fed. Tax.



Attention, Men with dream girls! Don't be a square in love. Give your girl the gift of a lifetime. The Hamilton (The standard below) has a 14K gold case. **\$75.00.** (Below is the 14K gold case. **\$100.**)

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HOLDING A NEATLY CLIPPED BIT OF LEAF PARASOL-FASHION OVER ITS HEAD, A WORKER ANT SCURRIES HOMEWARD TO THE UNDERGROUND GARDENS OF ITS NEST

PARASOL ANTS

Insects carry pieces of leaf underground to build elaborate compost gardens on which to grow crops

Next to man, the most skillful agriculturalists in the world are the small, heavily armored insects called parasol ants. They are peaceful vegetarians, slow moving and phlegmatic, but they have one habit which has made them hated by farmers throughout tropical America and which has given them their name: every night they leave their nests to forage in nearby forests and plantations, stripping whole trees at a time and marching off with bits of leaf held over them like parasols.

The succulent bits of vegetation gathered in these nightly forays are not eaten. They are raw materials for the underground gardens which are the basis of parasol-ant economy and of the extraordinary society which it supports. The scraps of

leaf are first chewed into a rich compost, then added to the spongy, globular masses (p. 148) on which are grown the threadlike fungus that is the ants' only food. The maintenance of the gardens (and hence, the colony) requires a complicated social structure made up of distinct classes, each carrying out its own functions yet perfectly integrated with the others. The colony as a whole runs with almost mechanical smoothness.

So specialized have these social classes become that each has developed a physical type of its own: the garden workers, who weed and cultivate the growing fungus, are the smallest ants of all. Slightly bigger workers excavate the passages and chambers of the hive. The medium-sized, scissor-jawed

ants (like the ones on these pages) cut and carry leaves, marching across the jungle floor escorted by a few of the big, well-armed soldiers which also protect the entrance to the nest. The prolific queen, more than three quarters of an inch long and 100 times bigger than the tiny cultivators, lies in state in her earthy chambers, tended by lesser ants and concerned only with her procreative duties.

During the hundred million years of their existence parasol ants have ventured far out on an evolutionary limb. Hopelessly inferior as individuals, they have sacrificed self-sufficiency to specialization. They have become parts of communities which are really superindividuals, inflexible in their behavior but almost unique in their efficiency.

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Parasol Ants CONTINUED



ROSE IS ATTACKED by ants which swarm up its stem to reach tender buds. Working methodically, they eat out pieces of the right size for carrying.



ANTS CARRY FRAGMENTS from rose bush to entrance of nest (right) as other ants look across the bridge for more. Working by instinct, they can

Vol. XIV, No. 3
END OF AN EMPIRE? ➡

Holland wages an epic struggle to salvage what she can of Indonesia—tropical paradise which for more than three centuries has been her chief source of wealth. See what confronts the Dutch, judge for yourself if another great power is vanishing in the East.

Vol. XIV, No. 2
T-MEN IN ACTION

Watch Uncle Sam's crack Treasury operatives hunt down criminals who threaten your security—check-forgers, dope-smugglers, counterfeiters, bootleggers, tax evaders. Real Secret Service men show you actual sleuthing methods used to fight crime. ⬇



To see great events in the making,
 to know the world and its peoples,
 to understand the wonders of a new age,
 and meet the men behind them



30 Million Minds a Month Focus on THE MARCH OF TIME

Watch for these
 current releases at your
 local theatre

THE MARCH OF TIME
 is produced every four weeks
 by the editors of Time and Life and distributed
 by 20th Century-Fox



Vol. XIV, No. 1
IS EVERYBODY LISTENING? ⬆

Whether you're fan or foe of the radio business, you'll want to meet its big stars, get inside the studios, find out what happens off the air and off the record. From Bob Hope to the "give-away" shows, "Is Everybody Listening?" has everything!

Vol. XIII, No. 13
TURKEY'S 100 MILLION ⬅

Some of that hundred million for Turkey is your money. What kind of people are getting it—why do they need it—what will they do with it? MOT takes you into the enigmatic country where East meets West, and U. S. efforts run up against ancient ideas and new ideologies.





THE DOUGLAS FAMILY is shown in the library of the ambassador's residence in London. Between Mr. and Mrs. Douglas stand younger son Lewis W. Jr., 23, familiarly

known as Peter, and daughter Sharman, 18, who holds Reggie, the family's pet fox terrier. Mrs. Douglas claims that Reggie, now on a special diet, eats 'better than we do.'



MINEOWNER'S SON DOUGLAS IS BUSSED BY A BRITISH MINER'S WIFE

Life Visits U. S. Ambassador to Britain

**Tact, simplicity and a pretty daughter help
Capitalist Lew Douglas charm the socialists**

The gentleman seated at the left with his handsome family is Lewis Williams Douglas, U.S. Ambassador to the Court of St. James's. He holds a post which has been filled by presidents (Monroe, Van Buren, Buchanan and two Adamses), historians (George Bancroft and John Lothrop Motley), a poet (James Russell Lowell) and all manner of famous men. Once in Civil War days when Charles Francis Adams was ambassador, the chief task was to keep mighty 19th Century England from aiding the Confederacy; once, in Charles G. Dawes's time in the 1920s, two nations could afford to worry mainly about whether Charlie would wear knee breeches to court.

The problems of today—an expanding Russia, a diminishing loan, the possibility of a new loan and the impossibility, so far, of restoring economic health to Britain—are as different as the kind of men with whom Lew Douglas must deal. Yet in handling the socialists of the Labor government, shrewd, Arizona-born Lew Douglas, avowed capitalist, has been a huge success (p. 156). And from the moment that Mrs. Douglas deftly let it be known that she was bringing with her neither cases of food nor pints of frozen cream—as the Davies family once did to Moscow—ordinary English hearts warmed up too. Mrs. Douglas, as befits the impoverished times, entertains modestly but well; blond daughter Sharman, a New York deb last year, often steals the London show, and Douglas himself, obviously mindful of Napoleon's advice to his ambassadors ("... Pay attention to the women"), is getting the kind of treatment (above) which generally indicates popularity anywhere.



THE PRINCESS ELIZABETH (second from left) and her fiancé Philip (center) watch a cricket match with Sharman, who is sitting in front of the king.



IN FORMAL PARTY DRESS, Sharman Douglas comes down curving staircase to greet her escort, Major Norman Fraser of the Cameron Highlanders, who is wearing his tight dress uniform.



DOUGLASSES ENTERTAIN INFORMALLY on their terrace for young friends of Sharman and Peter, after softball game in which the ambassador (right) played. Sharman is opening a Coke.

**19,293
DENTISTS
ADVISE**

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VICEROYS!**



The Nicotine
and Tars Trapped*
by The **VICEROY** Filter

**CAN NEVER STAIN
YOUR TEETH!**

"YES!" advise 19,293 dentists,
"Smoke Viceroys!" The nicotine
and tars trapped by the Viceroy Filter
can never stain your teeth. No unsightly
bits of tobacco can lodge between
your teeth, cause more stain.

Smoke Viceroys! No other cigarette
gives you such a blend of rich, mild,
luxurious tobaccos. No other gives you
this exclusive Viceroy Filter.



Only Viceroy...
no other
cigarette... has
this exclusive
Viceroy Filter!

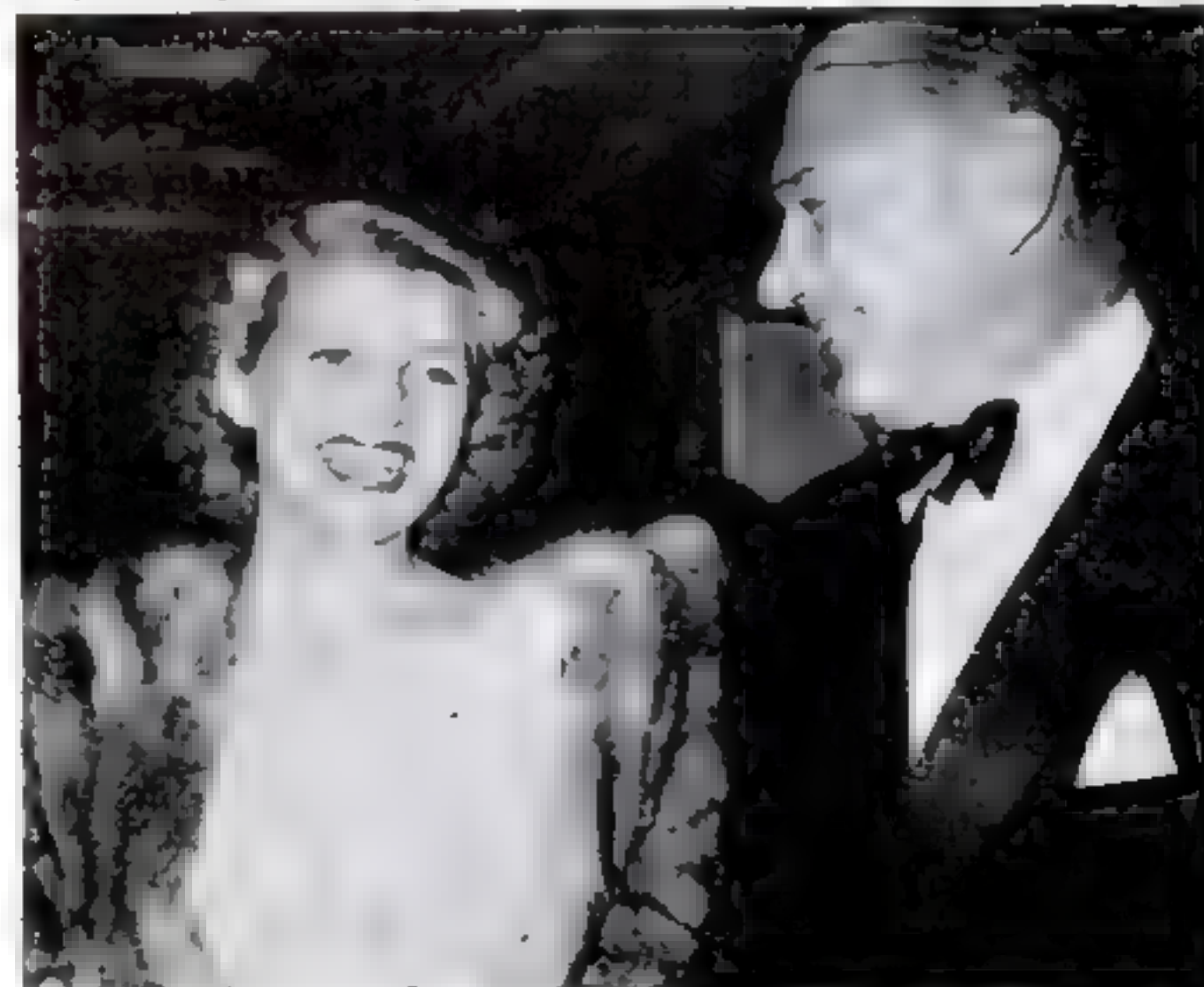
*No filter can remove all nicotine and tars, nor
does Viceroy make this claim.



MRS. DOUGLAS checks over the family's British ration books. Douglasses tactfully use extra imported food from the U.S. only for official entertaining.



LEAVING FOR WORK, Ambassador Douglas hurries to his car, watched by early morning street sweeper. Douglas often stays at Embassy until midnight.



PEOPLE DOUGLAS GREETs are not all as photogenic as Rita Hayworth (above), in London for a premiere, but his affable manner charms them all.

**FOR THE 1 MAN
IN 7 WHO
SHAVES DAILY**

★
A SPECIAL PREPARATION
FOR SHAVING

★
NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular dealer's. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-22, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Everett D. Hulbert
PRESIDENT.

LOVELY TO LOOK AT...
Always



Ever to be admired, a West Branch Cedar Hope Chest is a lovely expression of sentiment and good taste. West Branch Chests are styled by gifted designers, fashioned from fine woods. Every model, period or modern, provides perfect protection for those things you prize.

No. 2150 (illustrated above). Traditional 18th Century Console in striped mahogany. Claw and ball feet. Natural 3/4" Tennessee red cedar interior. Full length cedar drawer in base; simulated drawers on top compartment.

WEST BRANCH CHESTS, MILTON, PA.

West Branch
CEDAR HOPE CHEST
The Present with a Future



There's a Witchery to WURLITZER MUSIC



Musical Fun for Everyone.

Call it magic, witchery or what you will...Wurlitzer Music has a way of making any occasion a bigger occasion. More fun. More life. More laughter. Remember it the next time you're out for entertainment. Go where they have Wurlitzer Music. Sweet or swing, vibrant or mellow, the musical pulse of America is at your fingertips. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★ ★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name...also the nation's largest, best known producer of juke boxes and accordions.



Three rings wherever you go...



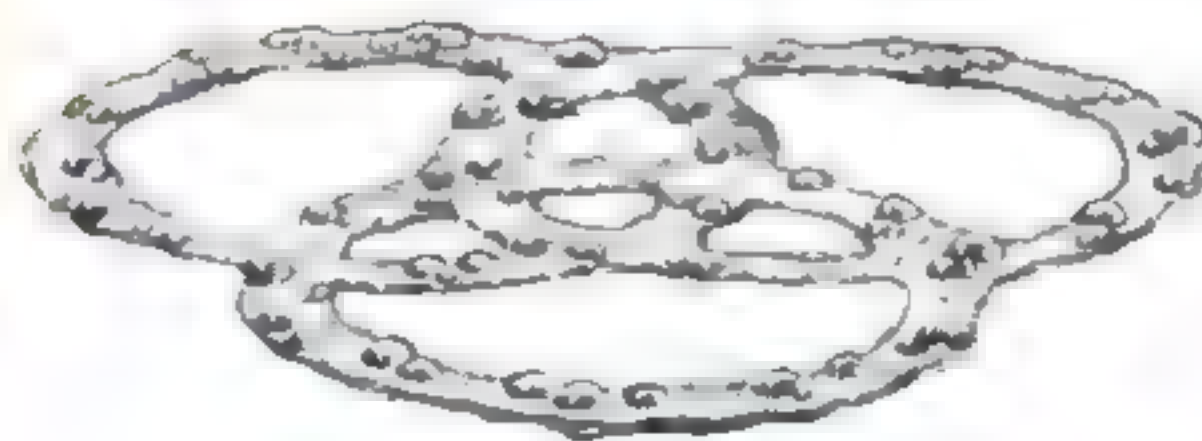
one ring for purity



a second for body



a third for flavor



BALLANTINE ALE

America's largest selling Ale

P. Ballantine & Sons, Newark, N. J.



SHARMAN DOUGLAS leads cheers during cricket match between Americans and the Oxford University Women's Cricket Club. The Americans won.



SHARMAN CHARMS ATLEE at a garden party at the U.S. Embassy. Her parents are said to feel their daughter could do with a little less publicity.

CONTINUED ON NEXT PAGE



Vibrant

PARIS-BORN COLOR

It's the exciting new lip-look... clear, bright and lustrous...

In smooth, smooth 'Sub-Deb' Lipstick, 'Vibrant' is one of eleven flattering Coty lipstick

shades. And, to keep you picture-perfect,

it is color-matched in 'Air-Spun' Face Powder and 'Sub-Tint' Cream-Powder Base. \$1. (plus tax)



coty 'SUB-DEB' LIPSTICK



You Remembered!

For a happy remembrance on so many occasions choose ALMOND ROCA, America's Finest Confection. If you have not already discovered ALMOND ROCA, you must taste it to know how delicious, how different it is. Open a vacuum tin. Sniff the locked-in fresh fragrance. Unwrap a piece of ALMOND ROCA and bite into it. Let the luscious milk chocolate melt smoothly on your tongue. Sink your teeth into the crisp center. *That's butter you taste!* Butter, sugar, toasted almonds and special flavorings blended by a wonderful time-tested recipe. Yes... your first bite... every bite... tells you why ALMOND ROCA is famed the world around. Get a tin at your candy counter. Enjoy it yourself. Or give it proudly. *It will be long remembered!*

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Made only by
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BUSINESS EXECUTIVES
Almond Roca is a perfect remembrance for special friends, clients, customers and business associates. Order now from your dealer.



Ambassador Douglas CONTINUED



EMBASSY STAFF surrounds Douglas in his office. His closest advisers are Henry Stebbins (third from left) and Attaché Paul Warburg (standing, right).

DOUGLAS IS AN ABLE DIPLOMAT

The following report on Ambassador Douglas' first six months at his post was written by LIFE's chief London correspondent, John Osborne:

Two American acquaintances of Ambassador Douglas were recently discussing him in London. "Look," said one, "what about this guy? He must have some faults. Dammit, he's too good to be true!"

"Yeah," said the second acquaintance, "I know what you mean. It is annoying. But the hell of it is, he is that good!"

And so it seems. Since he moved into the job last March, after the sudden death of Ambassador-designate O. Max Gardner, Douglas has been under the continuous scrutiny of hypersensitive British ministers, M.P.s, civil servants, editors, coal miners and other plain citizens—not to mention the resident Americans, touring U.S. congressmen and visiting brass hats who keep a hard national eye on their ambassador. Not one of them has found a serious fault in him. The applause is so unanimous that it tends to become a bore and to arouse instinctive doubts of the kind expressed by the American mentioned above. It is a remarkable fact that the somewhat thyroidal British press, which naturally reflects the country's sense of decline and frustration and occasionally takes it out in cracks at America and Americans, has not printed a single unkind or critical story about the U.S. ambassador (always excepting the bilious *Daily Worker*). This is not to say that a good U.S. ambassador must be a latter-day Walter Hines Page, and always say and do only the things that flatter and otherwise please his British hosts; on the contrary, a U.S. ambassador in London nowadays must say and do many things, mostly in private, that are bound to displease and irritate the people with whom he is dealing. The triumph of Lewis Douglas has been his capacity to perform this part of his job effectively and at the same time to retain the liking and respect and, above all, to preserve the pride of the Britons concerned.

Douglas has done this without going socialist in socialist Britain. By birth, early practice and present belief, he is a total capitalist. He comes of an Arizona copper-mining family (his tough, Canadian-born father was called "Rawhide Jim"), and he was a notably conservative Democratic congressman from Arizona when F.D.R. made him director of the budget in 1933. His hostility to New Deal spending and consequent break with Roosevelt suggests no affinity at all with socialism and socialism. In London he has proved himself to be a free-enterpriser who is neither deluded nor appalled by the socialism which Britons have chosen for themselves. He has contrived to respect the British feeling that they are entitled to their own policies and, if need be, to their own mistakes, and yet to leave them in no doubt that in him they have a thoroughly American friend and critic who will be watching their use of U.S. aid with intelligently selfish interest.

The effect on Britons has been constructive. Prime Minister Attlee and Ernest Bevin are among his admirers, liking him none the less because he has had some very specific things to say about the management (or mismanagement) of British affairs. Tory Lord Beaverbrook recently paid the ultimate compliment when he remarked, "He is such a good ambassador, you ought sometime to send him to Russia." Not long ago a group of radical Socialist M.P.s, no friends of free enterprise and American ideas, got a stiff dose of U.S. doctrine during an evening with Douglas. After he had left they sat in wordless admiration until one of them shook his head and said, "He's good, he's very good. We could use a man like that in the Labor government."

CHEER UP EVERYBODY Cheese Festival

Six Quick Tricks with Cheese

EASY TO FIX

ALL QUICK 'N' MIGHTY GOOD

Zest at its Best



Quick Trick
No. 1. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

Another Trick
No. 2. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

Trick
No. 3. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

Trick
No. 4. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.



Trick
No. 5. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

Trick
No. 6. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

Trick
No. 7. Slice 1/2 lb. Swiss cheese into 1/4 inch slices. Arrange on a platter. Sprinkle with 1/2 cup of grated cheddar cheese. Bake in oven at 350° for 10 minutes. Serve with tomato sauce.

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Light woodwork
comes clean quickly
...stays clean longer!



New-type cream wax wipes off dirt and adds a protective polish...all in one easy application

Now you can really *enjoy* light woodwork all through your home... now there's an easy way to both clean and *keep* it clean!

Yes, with a bottle of Johnson's Cream Wax you can do two jobs at once. While you're wiping off fingerprints and dirt, you're adding a radiant wax polish that protects against future soiling.

That's because Johnson's Cream Wax is a remarkable new kind of polish. It contains two active cleansing ingredients to cut grease and remove grime. And it also contains genuine Johnson's Wax to give woodwork a quick-buffing wax luster.

Nothing could be simpler. Johnson's Cream Wax is easier on your woodwork, too, than harsh soap-and-water scrubbing that soon dulls the original finish.

Try it. Be sure to ask for Johnson's Cream Wax...the only creamy white polish that contains genuine Johnson's Wax.

Beauty, too, for furniture



It's easy to understand why Johnson's Cream Wax gives furniture such a clean glow of beauty. As you apply it, all surface dirt is removed. And as you buff lightly, you get a lustrous wax finish. Johnson's Cream Wax doesn't contain a drop of dust-catching oil. Its hard, dry wax polish makes dusting easy, protects against scratches.

Happiest show on your radio!
Fibber McGee and Molly—Tuesday night—NBC



Five Famous Johnson Polishes



**Cream Wax, Paste Wax, Liquid Wax,
Self Polishing Glo-Coat, Carnu for cars**



AN AMIABLE PIG PAYS LITTLE ATTENTION TO HIS POPEYED IMITATOR

ANIMAL IMITATOR

Pets try hard to outdo the man who mimics them

The right half of the mildly repulsive couple above is one of radio's noisiest specialists. He is an animal imitator named Donald Bain, who has made as much as \$10 per second for imitating pigs, roosters, some 200 birds and even snakes. He can also reproduce the whistles of Chicago cops, small factories, the sounds of dripping water and the sawing of meat. To see how animals reacted to his imitations, LIFE exposed a pig (above), a dog and cat (below) and a rooster (next page) to Bain's work. All came up with violent but inferior imitations of Bain. This considerably heartened Bain, who has recently been getting some stiff competition from a real dog, Lassie, who has a radio show of his own.



A REAL CAT-AND-DOG FIGHT is stirred up between a lethargic French poodle and a shy kitten when Bain gives his imitation of a cat-and-dog fight.

CONTINUED ON NEXT PAGE

THE BEST IN RADIO IS BETTER WITH THE

Brilliant Bendix Radio

**Lovely Ginny Simms*

seems to enter your home and sing for you alone with a Bendix, the real voice of radio or records. THE COCA-COLA PROGRAM, EVERY SUNDAY AT 6:30 P.M. C.B.S.



In all the world no instrument to match it!

With this superbly styled radio-phonograph Bendix Radio introduces Hush-O-Matic—the exclusive new feature which makes old records sound new and assures new richness from current recordings. Equally advanced radio performance is yours, as well, for this matchless instrument brings you new brilliance from standard broadcasts and notably finer FM reception. Guarantee yourself the peak of listening pleasure . . . brighten your home with a brilliant Bendix Radio. From tiny table models to period consoles they represent America's choicest models for 1948.

AMAZING NEW BENDIX *Hush-O-Matic* GIVES RECORDS NEW LIFE



This exclusive advancement restricts needle noise at low levels and increases tonal range at high levels.

BENDIX RADIO

Bendix Radio Division of

Bendix
AVIATION CORPORATION
Baltimore 4, Maryland

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Here's why your dime
buys more with Ray-O-Vac

LEAK PROOF

- 1 It has as much or more POWER than ANY flashlight battery!
- 2 It retains that POWER longer. It stays fresh for years and years!
- 3 It gives light when you need it!
- 4 It guarantees your flashlight against corrosion or swelling!
- 5 It's steel clad!
- 6 It's LEAK PROOF!

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Buy Spares..... They Stay Fresh

Animal Imitator CONTINUED



A NEUROTIC ROOSTER responds violently to Bain's version of crowing by flopping wildly about on Bain's shoulder, nearly knocking off gag toupee.



BAIN REPRIMANDS the seemingly abashed rooster in what Bain stoutly maintains is "rooster talk." He insists that any alert rooster can understand it.



ROOSTER LISTENS, apparently, to Bain's low cluckings. One of the best animal imitators in the business Bain admits, "It's a silly way to make a living."



*For pleasure, Schenley beats the band
that Sunny Morning Flavor's grand!*

SUNNY SAYS: "Only the leader gives you SUNNY MORNING FLAVOR!"

"Take America's word for it—there's just nothing else like that sunny-smooth, mellow Schenley quality. Join the parade yourself—and *taste* why Schenley Reserve is America's most popular whiskey!"

SCHENLEY
RESERVE



Now available in the pre-war decanter bottle, as well as the familiar round bottle. In both—traditional Schenley quality... from the world's greatest treasure of whiskey reserves.

RARE PRE-WAR QUALITY BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. ©1947, SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY

"Experience is the Best Teacher!"

in training dogs...
in choosing a
cigarette," says

Johnny Murphy

FAMOUS DOG HANDLER

A 1948 champion? It's Blazettes-Ba-Poop.
Handler Johnny Murphy picks her as an
outstanding prospect in the boxer class.

Champion Deep-
haven Warspite—
best-in-show
winner—is
one of America's
great Scottish
terriers.

Best dog in show
of 1343 dogs of all
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beagle, Duke Sinatra.

I'VE COMPARED
MANY BRANDS—THE
CIGARETTE FOR ME
IS **CAMEL!**

More people are smoking Camels than ever before



YOUR "T-ZONE"
WILL TELL YOU...

T for Taste...
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That's your proving ground for any
cigarette. See if Camels don't
suit your "T-Zone" to a **T**.

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE

When 113,597 doctors from coast to coast—in every field of medicine—
were asked by three independent research organizations to name the
cigarette they smoked, more doctors named Camel than any other brand!



Johnny Murphy puts it this way:

"The wartime cigarette shortage taught
me my big lesson in cigarettes. I took what-
ever brand I could get—smoked many dif-
ferent brands. It was some experience!

"I learned there are big differences
in quality. The brand that suits me
best is Camel. Camels are mild—they
taste good—they're great!"

Millions went through that same
experience. And, with smoker after
smoker who tried and compared,
Camels are the "choice of experience."

Try Camels yourself. Get acquainted
with their cool mildness... their full,
rich flavor. Let your own experience
... your "T-Zone"... tell you why
more people are smoking Camels than
ever before!

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